

6. The ocean steamship carriers, through the *International Committee on Passenger Lines*, advise the Task Force that they will step up efforts to develop westbound travel and will extend and improve their literature and advertising to promote travel to the United States.

7. Members of the *National Bus Traffic Association* advise the Task Force that they will materially step up their promotion outside the United States to develop foreign travel to the U.S.A.

News and Entertainment Media

1. *Mrs. Lyndon B. Johnson* and *Vice President Hubert H. Humphrey* advise the Task Force of their willingness to participate in a series of 1-minute public service television commercials designed to encourage the more than 33 million Americans of first and second generation foreign descent to invite friends and relatives to visit the United States in 1968 and 1969.

2. *The Motion Picture Association of America, Inc.*, telegraphs the Task Force that it will coordinate an industrywide effort to obtain the voluntary services of noted U.S. entertainment personalities of foreign birth. Actors born in Canada, Mexico, Great Britain, France, Germany, Italy, Japan, Holland, Switzerland, Belgium, and Spain will make short films, in their native languages, for distribution to television outlets abroad. Voice tracks taken from these films will be used on radio. *Universal City Studios* in Los Angeles, Calif., has agreed to make its facilities available for this program. Films and voice tracks will be used during donated or purchased public service time. U.S. airlines have expressed an interest in sponsoring such programs abroad.

3. *Newsweek* magazine telegraphs the Task Force that it will submit a detailed prospectus on existing and proposed means for promoting U.S. travel. This report will cover U.S. news magazines in general, *Newsweek* in particular, and will focus on this medium as one of the new means available for reaching maximum numbers of realistic U.S. travel prospects abroad.

4. *The Reader's Digest* telegraphs that it will cooperate with the Task Force in encouraging tourism from abroad. It will propose specific projects which might involve some or all of the Digest's international editions in 13 languages. It will explore and report to the Task Force on publication of material on new opportunities for travel in America, and on publication of a booklet containing outstanding Reader's Digest articles on American cities, national parks, beauty spots, etc. As a marketing service it will make available to the U.S. Travel Service names of buyers of its new Reader's Digest Book of World Travel now being published in Europe and Australia.