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GENERAL 'LY SPEAKING

August 22 - September 9, 2016

Dispatches From
The Eisenhower Memorial Commission

Another \$1M Gift

This week the Commission is delighted to announce receipt of another \$1M gift. This anonymous donation, at the *Commander-in-Chief* level, brings the total funds committed close to 30% of our capital campaign goal.

We extend our deepest appreciation to all of our donors for their generous contributions in support of Ike's memorial. Donations from our supporters make it possible for us to move ever closer to groundbreaking on the National Eisenhower Memorial in the heart of our nation's capital.

Donate now at [Pay.Gov](#) to make an online contribution and join the many patriotic Americans, multi-national corporations, foreign nations and elementary school students in honoring this great American, Dwight D. Eisenhower.

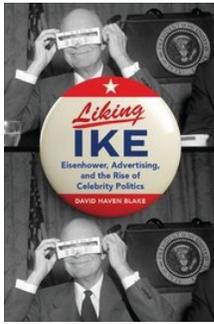
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Recent Ike Publication



[Liking Ike: Eisenhower, Advertising, and the Rise of Celebrity Politics](#)

by David Haven Blake

Released August 25, 2016
Oxford University Press

David Blake's new book, *Liking Ike*, explores President Eisenhower's pioneering role in the emergence of television as a powerful tool for presidential elections, creating an entirely new kind of "celebrity" politics.

Blake is a strong supporter of the Commission and highlights the Eisenhower Memorial in the introduction of his book and on his [blog](#). He has carefully researched and surveyed the Memorial's design history and its relation to Ike's public image. In his view, Ike as a celebrity is imbued within the memorial design.

Interested in more new Eisenhower literature? Check out the Commission's online list of [Recent and Forthcoming Media & Publications](#).

Ike's Timeless Legacy

Celebrating 60 years of Citizen Diplomacy



On September 11, 1956, [Sister Cities International](#) and [People to People International](#) were created by President Eisenhower as part of his White House Conference on Citizen Diplomacy. Believing that "peaceful relations between nations require understanding and mutual respect between individuals," Eisenhower called for increased cultural, educational, trade and humanitarian exchanges as a means for enhanced international understanding at the height of the Cold War. Today, People to People and Sister Cities continue to promote "citizen diplomacy" and cross-cultural friendships as avenues to achieving enduring peace in the world.



Website



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Make a Contribution

Join us in honoring and celebrating Ike's life and legacy by memorializing him in our Nation's capital.

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DWIGHT D. EISENHOWER
MEMORIAL COMMISSION

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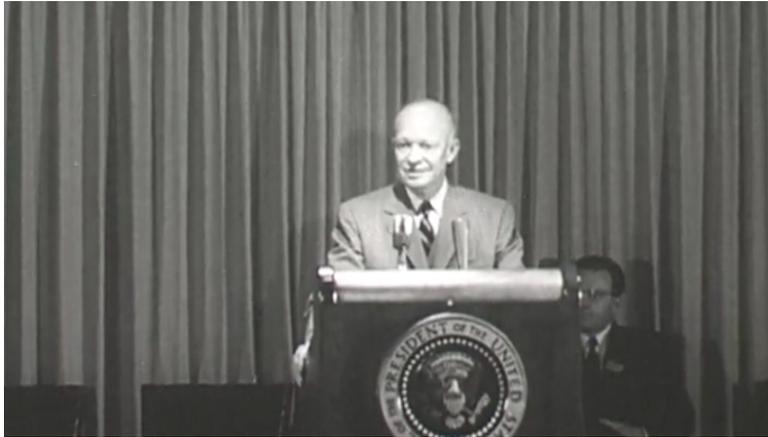
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As part of the Congressional memorialization of Eisenhower, the People to People International story (along with five other Eisenhower legacy organizations) will be showcased on the [E-Memorial](#).



*VIDEO: President Eisenhower's White House Conference given on September 11, 1956, establishing his administration's People-to-People Program
Courtesy of [North Carolina State University Libraries](#)*

If we are going to take advantage of the assumption that all people want peace, then the problem is for people to get together and to leap governments -- if necessary to evade governments -- to work out...methods by which people can gradually learn a little bit more of each other.

- Remarks at the People-to-People Conference,
September 11, 1956, Washington, DC

Test Your Ike'spertise!

President Eisenhower held the [first televised presidential news conference](#) on January 19, 1955, introducing the concept of President Roosevelt's "fireside chats" to a new medium. What award did he receive for this innovative contribution to television news? (see answer below)

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Rep. Leonard Boswell (D-IA)
David Eisenhower

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Trivia Answer:

In 1956, the Academy of Television Arts and Sciences awarded President Eisenhower with an Emmy, "For His Distinguished Use and Encouragement, of the Television Medium." As we gear up for the 68th Primetime Emmy Awards on September 18th, let's remember Ike's leading contribution in transforming television as a means of mass communication.



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John Shlaes (1942 - 2015)

Jill Sommers

C. Langhorne Washburn (1918 -

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