

**The original documents are located in Box 71, folder “Rockefeller, John D.” of the John Marsh Files at the Gerald R. Ford Presidential Library.**

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Bicentennial

December 31, 1974

New York, N.Y. 10020

background in  
Ford file  
Rockefeller

December 20,

Dear Mr. Rockefeller:

Dear Mr. Marsh:

Thank you for your letter of December 20 which unfortunately I just received.

My office called your secretary to advise her that Mr. Ford is out of the City for this week and we will have to defer your request for an appointment.

I will try to work something out for later in January. With kindest regards, I am

Sincerely,

You stated that you would be glad to discuss with the President the Bicentennial Declaration which is left with you. What I would like to urge is that as soon as possible a fellow John O. Marsh, Jr. be appointed so that we can have a Councillor to the President who would result in his effective support.

As I understand it, the President is off this week in Colorado. I might be in your Room 5600 at Rockefeller Plaza twenty-ninth New York, New York 10020 during the following week on January fifth but will be here right along otherwise.

I look forward to working with you in connection with this important matter.

Sincerely,

*John D. Rockefeller 3rd*  
John D. Rockefeller 3rd



The Honorable John O. Marsh  
The White House  
Washington, D.C.

(over)

JAN 27 1975

THE WHITE HOUSE  
WASHINGTON

January 25, 1975

MEMORANDUM FOR:

JACK MARSH

FROM:

RON NESSEN *RHN*

Attached find a memo prepared by Lou Thompson of my staff for me following a conversation he had with the public relations adviser for J. D. Rockefeller III on ~~bicentennial~~ activities.

I don't know what promises the President made to Mr. Rockefeller during their recent meeting. My own feelings are that the President should not commit himself piecemeal to bicentennial activities until there is a clear plan for his participation in the 200th anniversary celebration.

I am sending you the Thompson memo for your appropriate handling with my recommendation that the President not do this.

Attachment

*Ron - sent to Nessen - 1-28*  
*We should discuss this*  
*in one of the morning meetings.*  
*jes*



THE WHITE HOUSE

WASHINGTON

January 24, 1975

MEMORANDUM FOR:                   RON NESSEN

FROM:                               LOU THOMPSON *LT*

RE:                                 Presidential Participation in  
Bicentennial Promotion Program

Per your request, I talked with Bill Ruder of Ruder and Finn, John D. Rockefeller III public relations director for Bicentennial activities. I also talked several times with Betty Cott, Senior Vice President of Ruder and Finn, who is the project director for a closed circuit television program promoting state and local participation in the Bicentennial.

They are asking the President to open the program by either reading the Bicentennial Declaration or commenting on the Bicentennial. The Declaration was signed by a distinguished group of 40 citizens and was discussed in the President's meeting with John D. Rockefeller on Monday.

The 30-40 minute program will be taped on February 10 and fed by NBC to its affiliate stations and to ABC for further transmission to its affiliates on February 12. The tape will then be held for viewing at the local stations sometime between February 19-24. They are still working out details with CBS but expect to have CBS on board soon.

The purpose of the program is to demonstrate to state and local leaders how they can participate in the Bicentennial and develop meaningful programs at the state and local levels. The video tape will be accompanied by a packet of materials for the station managers telling them how to select community leaders for viewing the closed circuit program and how to get them to attend. They will be going after service organizations, educators, clergy and other key community influentials.

Walter Cronkite will help narrate the program. John Chancellor and Harry Reasoner both declined. John D. Rockefeller III will have a brief statement, John Warner will make a statement through a remote feed and some of the signators of the Declaration will also participate.

They would need the tape of the President reading the Declaration or commenting on the Bicentennial by February 10. This program is part of a massive ad campaign to increase local and state involvement in the Bicentennial. The campaign is being financed through private contributions and has no commercial connections or connotation.

I discussed this with Bob Mead, and we recommend that the President read or ad lib his own statement on the Bicentennial rather than read the Declaration. Bob said it could be taped in the Oval Office.



THE WHITE HOUSE

WASHINGTON

January 20, 1975

MEETING WITH JOHN D. ROCKEFELLER III

Monday, January 20, 1975

5:45-6:00 p.m. (15 minutes)

The Oval Office

From: John O. Marsh, Jr.

I. PURPOSE

To discuss the Bicentennial.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background

1. Mr. Rockefeller, for some years, has been active in bi-centennial programs.
2. These programs, which he has helped found and probably is the principal supporter, provide efforts that some have felt are a competitor of the Federal program; however, this is in my opinion neither the purpose nor intent of his program, which is based in New York.
3. He will probably wish to discuss the Bicentennial Declaration which is attached at Tab A. The Declaration has four major points and has been endorsed by a number of distinguished citizens whose names are shown on the list of signatures.
4. He will probably want you to become a signator which raises some question as to what your response should be. It is suggested that you defer a decision, advising him that you want to seek the advise of your General Counsel.



III. TALKING POINTS

1. Ask him to review work of his Bicentennial effort.
2. Ask his advice as to what the Federal Bicentennial Administration should be doing.
3. Solicit his views generally as to what the Bicentennial should achieve and how this can be done.
4. Ask him the role of State, municipal and private bicentennial efforts.

634-1871

To JOM (212) 758-9409

Date 2/3 Time 8:20

### WHILE YOU WERE OUT

M. John Warner  
of Bicentennial

Phone 382-1776

|                   | Area Code | Number | Extension |
|-------------------|-----------|--------|-----------|
| TELEPHONED        |           |        |           |
| CALLED TO SEE YOU |           |        |           |
| WANTS TO SEE YOU  |           |        |           |

PLEASE CALL

WILL CALL AGAIN

URGENT

RETURNED YOUR CALL

Message re: a call he received from  
John D. Rockefeller III concerning  
the P's participation papers  
submitted by Rockefeller. Warner  
has some ideas how to resolve  
these problems Donna

Operator

THE WHITE HOUSE  
WASHINGTON

February 1, 1975

Jack --

John D. Rockefeller III would like to speak with you for a maximum of ~~10~~<sup>5</sup> minutes by telephone prior to your next Bicentennial discussion with the President.

I advised him that the proposed letter from you to him was generally acceptable.

Rockefeller was particularly concerned about the importance of the President's action on the "Bicentennial Declaration" ... He has spoken with John Warner at great length about this ... He feels that it is absolutely necessary for the President to indicate some tangible support for the Bicentennial by reading (or at least signing) this Declaration.

He will be at this number Monday morning until around 9:00: (617) 491-3600.

Russ

2-7  
JAN 27 1975

30 Rockefeller Plaza  
New York, N.Y. 10020

Room 5600

Circle 7-3700

Imp  
R-ACK  
M  
January 23, 1975

Dear Mr. Marsh:

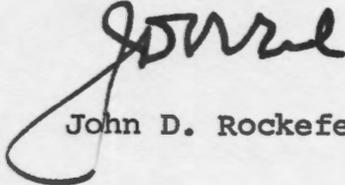
I appreciated so much your arranging the meeting with the President on Monday.

In line with our discussion, I am enclosing herewith drafts of two items:

1. Possible introductory remarks for the President, should he decide to read the Bicentennial Declaration;
2. A draft of a letter from you to me for us to use pending the President's decision as to his own personal contribution to the Bicentennial effort. Such a letter would be particularly helpful to us in our approach to the business community for funding of our communications program in support of the Declaration.

With warm best wishes, I am

Sincerely,

  
John D. Rockefeller 3rd

Mr. John O. Marsh  
Counsel to the President  
The White House  
Washington, D. C.



DRAFT

Introduction by President Ford

The world, including our own great country, faces a difficult period ahead. We have many problems which we must face up to forthrightly. I think particularly of inflation, unemployment, energy, food, and population.

In spite of these problems, I believe this is an exciting time to be alive. Never before have we had a greater opportunity to influence our future. The principal question is will we have the courage, the vision, the farsightedness, to build the future we want, or will we let events overtake us. If we follow the second course, we will be living in a very different world a few years hence.

I have abiding confidence in our great country and people. Given the facts and given the sense of urgency, I believe we are, each one of us, prepared to work hard and make the necessary sacrifices. The people of the country want to get on with the job; the will to move forward exists.

We, all of us, must look to the future positively and with confidence. We are facing the toughest situation in our nation's history since the Revolution two hundred years ago. It is fortuitous that the Bicentennial of that Revolution is upon us. What we make of it can be of major importance in helping us to meet our problems.

There is before me a Bicentennial Declaration signed by forty representative Americans. It sets forth four fundamentals which to me are essential to a meaningful Bicentennial and basic to our future.

The text of the Declaration is as follows:

I am happy to be the first to add my name as a private citizen to this list of distinguished Americans. The Bicentennial Declaration expresses my own views fully. I urge all of you to join in signing the Declaration when it appears next week in your local newspapers, and in pledging yourselves to the fulfillment of these purposes.

DRAFT LETTER FROM JOHN O. MARSH

Dear Mr. Rockefeller:

The President appreciated the opportunity of talking with you earlier in the week about the forthcoming Bicentennial. Particularly he was interested in the Bicentennial Declaration believing that the four points which it makes are fundamental in this critical period of our history.

The President asked me to express his wholehearted support for the Declaration as well as for your efforts to bring it effectively to the American public.

Recognizing the magnitude of the communications program involved, the President was gratified to learn of the close working relationship which you have established with the American Revolutionary Bicentennial Administration (ARBA), as well as the support which you have been receiving in the private sector particularly from the mass media and major business corporations.

As you know, he is giving careful consideration as to how he personally can most effectively support the Bicentennial. We will be in touch with you again shortly.

Sincerely,

**February 1, 1975**

**Jack --**

**John D. Rockefeller III would like to speak with you for a maximum of 10 minutes by telephone prior to your next Bicentennial discussion with the President.**

**I advised him that the proposed letter from you to him was generally acceptable.**

**Rockefeller was particularly concerned about the importance of the President's action on the "Bicentennial Declaration" ... He has spoken with John Warner at great length about this ... He feels that it is absolutely necessary for the President to indicate some tangible support for the Bicentennial by reading (or at least signing) this Declaration.**

**He will be at this number Monday morning until around 9:00: (617) 491-3600.**

**Russ**



February 1, 1975

Jack --

John D. Rockefeller III would like to speak with you for a maximum of 10 minutes by telephone prior to your next Bicentennial discussion with the President.

I advised him that the proposed letter from you to him was generally acceptable.

Rockefeller was particularly concerned about the importance of the President's action on the "Bicentennial Declaration" ... He has spoken with John Warner at great length about this ... He feels that it is absolutely necessary for the President to indicate some tangible support for the Bicentennial by reading (or at least signing) this Declaration.

He will be at this number Monday morning until around 9:00: (617) 491-3600.

Russ



~~Legislative~~

① Wanted a run down of him on the Bicentennial

② they have gone ahead of the closed circuit plan -

③ wants just 10 minutes w/ Ford on phone before he sees Pres. on this -

Need some tangible support from Pres. and other declarations on that facility -

(Perhaps he would just sign the Declaration instead of reading it)

- then lunch tomorrow -

8<sup>30</sup> - 9<sup>00</sup>



Sousta Hotel  
Cambridge, Mass

617-491-3600

~~open~~ SUN. eve

7 Mon. A.M.

Sun  
Mon

February 4, 1975

MEMORANDUM TO: JERRY JONES

FROM: JACK MARSH

The President saw the proposed Bicentennial Declaration submitted by John D. Rockefeller III. He made no final determination whatever as to what action he planned to take on the Declaration. I am currently in the process of discussing this and other related matters with Mr. Rockefeller and John Warner.

JOM:rcb



JAN 29 1975

THE WHITE HOUSE  
WASHINGTON

January 28, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JOHN O. MARSH

FROM: JERRY H. JONES

As a result of the President's meeting with John D. Rockefeller III we understand follow-up is required with regard to the Bicentennial. Would you please get back to us with whatever action is required to implement any measures discussed in the meeting.

Thank you.

cc: Don Rumsfeld

① Declaration - read by Pres.?  
signed by Pres.?

② Jan 29 follow up Pres. - no decision -



THE WHITE HOUSE  
WASHINGTON

FEB 14 1975

February 14, 1975

MEMORANDUM FOR:

PAUL THEIS

FROM:

PHILIP BUCHEN

P.W.B.

Attached is a copy of a Bicentennial declaration prepared under the auspices of John D. Rockefeller, III and signed in the original form by persons whose names appear at the end of the declaration along with a copy of a letter from Mr. Rockefeller to the President.

Mr. Rockefeller has urged the President to become an additional signer of the declaration on the theory that he would be doing so as a citizen and not in an official capacity. I did talk to Mr. Rockefeller on February 13 and explained to him that it is not advisable as a practical matter to have the President separate himself from his official role on a matter of this sort. I also pointed out that although Presidents have traditionally endorsed worthy causes or proposals initiated by people in the private sector, I would not think it appropriate for any President to do so by joining with others in signing a particular document.

I would suggest, however, that it would be appropriate for the President to write a letter to Mr. Rockefeller commending him on the declaration and expressing his appreciation for the theme of the document. Accordingly, I would appreciate having someone in your office draft for my preliminary review a proposed letter from the President.

Attachment

cc: Jack Marsh ✓  
Don Rumsfeld



A BICENTENNIAL DECLARATION

This great country of ours stands at a crucial turning point in its history. We face new and serious problems and uncertainty as to the future.

Two hundred years ago, our founding fathers stood at a similar crossroads. Beset then by grave doubts, they ultimately resolved to stake everything on a handful of ideas and ideals.

They forged those ideas and ideals into founding principles and then fought to uphold them. The American Revolution brought forth a new system of government based on freedom, justice, and individual rights.

Today we are called upon to maintain and improve that system and to fulfill those principles. We are called upon to resolve our problems in such areas as the economy, equal opportunity, the quality of life in our cities and rural areas, education, the environment, and many others.

We, the undersigned, believe - and we feel confident we reflect the sense of the American people - that we have reached the point in our history when a second American Revolution is called for, a revolution not of violence, but of fulfillment, of fresh purposes, and of new directions.

We believe that the Bicentennial of our founding offers just such an opportunity. To realize this potential, we believe the Bicentennial must be based on four fundamentals.

POINT I

Let us be inspired by our origins,  
and by the challenges we face.

If we are not today an inspired people, we need to be reminded that we once were, and must be again. There is high inspiration to be found in the great ideals that created our country. The phrases that have been worn smooth by use have fresh and urgent meaning for us today - "government by consent of the governed," "the blessings of liberty," "all men are created equal," "a nation of laws." The Bicentennial can and must become a time to celebrate those ideals, not just in a festive sense, but in the more profound sense of renewal and rededication.

Call the  
of President  
there is  
report  
the  
no  
Mans  
Jack



POINT  
II

Let us make the Bicentennial a great period of achievement, nationally and in every community.

What our forefathers did 200 years ago had never been done before. What we must do today is equally unprecedented. At every level in our society, there is an urgent need for achievement - in education, housing, transportation, the arts, communications, new ways of solving social problems, new methods of setting goals for the future, increased citizen participation in government. We believe that dedicating the Bicentennial to achievement is the way to put the sense of alienation and powerlessness behind us, to become once again the masters of our own destiny.

POINT  
III

Let us commit ourselves to a Bicentennial Era, to at least the same time span required for the founding of our nation.

The first American Revolution neither started nor ended on the Fourth of July, 1776. Thirteen difficult years elapsed between the signing of the Declaration of Independence and the creation of an enduring system of government based on the Constitution. Many of the problems of today are different from those of 200 years ago, but they are at least as grave. Therefore, the second American Revolution will require at least a comparable period of time to grow strong and firm roots. We endorse the concept of a Bicentennial Era from 1976 to 1989, not as a prolonged festival, but as a realistic period for tough-minded planning and accomplishment.

POINT  
IV

Let us put our trust once again in individual initiative, in the commitment and participation of each individual citizen.

Our great experiment in democracy will surely erode unless the Bicentennial Era becomes a time when we once again assert the primacy of individual initiative in moving our country forward. Governmental units at all levels must play their part in a vigorous, open, and supportive way. But the primary responsibility lies with the people, not with government. Let each of us, acting alone and in groups, take our own initiatives. There is work for all - for each individual - in every part of the country, of every color, creed, age, and ethnic background. That work must begin now.

For our part, we, the undersigned, pledge ourselves to spread this message throughout the land, and to undertake our own individual initiatives. We earnestly invite our fellow citizens, all those who share our vision of what the Bicentennial Era can mean and accomplish, to lend their time, their energy, and their spirit to the work that lies ahead.



SIGNERS OF THE DECLARATION

CHARLES F. ADAMS, Chairman, Raytheon Company,  
Lexington, Massachusetts

EDDIE ALBERT, Actor, Los Angeles

MANUEL ARAGON, Deputy Mayor, City of Los Angeles

MONSIGNOR GENO BARONI, President, National Center  
for Urban Ethnic Affairs, Washington, D. C.

BENNY RAY BAILIE, Administrator, East Kentucky  
Health Services Center, Inc., Hindman, Kentucky

CLIFFORD M. CLARKE, Executive Director, Bicentennial  
Council for the Thirteen Original States, Atlanta, Georgia

A. W. CLAUSEN, President, The Bank of America,  
San Francisco, California

JOAN GANZ COONEY, President, Children's Television  
Workshop, New York City

WALTER CRONKITE, CBS News, New York City

VINCENT A. DE FOREST, Chairman, Afro-American  
Bicentennial Corp., Washington, D. C.

WILLIAM C. FRIDAY, President, University of  
North Carolina

JOHN W. GARDNER, Chairman, Common Cause,  
Washington, D. C.

LADONNA HARRIS, President, Americans for Indian  
Opportunity, Washington, D. C.

REVEREND THEODORE M. HESBURGH, President,  
Notre Dame University, South Bend, Indiana

LADY BIRD JOHNSON, Stonewall, Texas

ERIK JONSSON, Chairman, Texas Instruments, Dallas,  
Texas

VERNON E. JORDAN, JR., Executive Director, National  
Urban League, Inc., New York City

BILLIE JEAN KING, U.S. Open Tennis Champion, Los Angeles  
California

ROBERT S. MC NAMARA, President, International Bank for  
Reconstruction and Development, Washington, D. C.

DR. MARGARET MEAD, Anthropologist, American Museum  
of Natural History, New York City

GEORGE MEANY, President, AFL-CIO, Washington, D. C.

RUBEN F. METTLER, President, TRW, Inc., Cleveland, Ohio

ARJAY MILLER, Dean, Stanford Business School, Stanford,  
California

ELEANOR HOLMES NORTON, Chairman, Commission on  
Human Rights, New York City

JOSEPH PAPP, Producer, New York Shakespeare Festival

ESTHER PETERSON, Consumer Advisor, Giant Food, Inc.,  
Washington, D. C.

MERRILL D. PETERSON, Professor of History, University  
of Virginia, Charlottesville, Virginia

ELLIOT L. RICHARDSON, former Attorney General of the U.S.

JOHN D. ROCKEFELLER 3RD, New York City

DR. JONAS E. SALK, Director, The Salk Institute,  
La Jolla, California

DR. FRANK STANTON, Chairman, The American National  
Red Cross, Washington, D. C.

ISAAC STERN, New York City

CYRUS VANCE, President, Association of the Bar of the  
City of New York

GEORGE H. WEYERHAEUSER, President, Weyerhaeuser  
Company, Tacoma, Washington

DOLORES WHARTON, Vice Chairperson, Michigan Bicentennial  
COMMISSION

ROY WILKINS, Executive Director, National Association for  
the Advancement of Colored People, New York City

DR. HELEN WISE, Chairperson, National Education Association  
Bicentennial Committee, Washington, D. C.

LEONARD WOODCOCK, President, United Auto Workers,  
Detroit, Michigan.

WALTER A. HAAS, JR., Chairman of the Board, Levi Strauss  
& Company

30 Rockefeller Plaza  
New York, N.Y. 10020

NOTED  
710  
SCHEDULE 9D  
DATE RECEIVED

Room 5600

Circle 7-3700  
DEC 26 1974

December 23, 1974  
SPEAKING BUREAU  
OFFER

EMPLOYMENT OFFICE

Dear Mr. President:

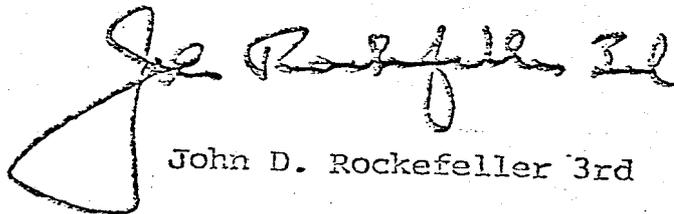
How thoughtful of you to write me concerning the Rockefeller Public Service Awards Luncheon on December fourth. It meant so very much to us and to the occasion to have you present. Your gracious comments about my part in the program were deeply appreciated.

Early last week, I met with your associate, John Marsh, to talk about the Bicentennial. For sometime now I have been concerned that people are thinking of the Bicentennial almost entirely as a birthday party. To me it must not only be based on the inspirational, going back to the spirit of our forebears, but it must focus on achievement--the overcoming of the problems which face us today. And underlying it all must be the recognition of the importance of individual initiative.

By now Mr. Marsh, I am sure, will have shown you the Bicentennial Declaration which we discussed. If the occasion is to have the meaning and the depth, which I believe it can and must have, we need your participation in the presentation of the Declaration to the public. I hope so much that we can meet briefly sometime at your convenience before too long.

With warm best wishes, I am

Sincerely,



John D. Rockefeller 3rd

The President  
The White House  
Washington, D. C.

DEC 27 1974

30 Rockefeller Plaza  
New York, N.Y. 10020

Room 5600

Circle 7-3700

December 20, 1974

*called  
12/31  
3:15 PM*

Dear Mr. Marsh:

I appreciated the opportunity to talk with you earlier in the week. When I telephoned you asking for the appointment, I had not realized the full extent of your own knowledge about the Bicentennial as well as your interest in it. It is most gratifying.

As you realize, time is running in relation to the Bicentennial. If it is to be accepted by the public as more than a birthday party, it is essential that we move promptly with a communications program such as we outlined to you. Key to this approach would be President Ford's interest and participation.

You stated that you would be glad to discuss with the President the Bicentennial Declaration which we left with you. What I would like to urge is that as soon as possible a follow-up meeting with the President be arranged so that we could present more specifically alternative programs which would result in his effective support.

As I understand it, the President is off this weekend for a week of skiing in Colorado. Might it be possible to get together sometime during the following week--the week of the twenty-ninth? I might mention that I hope to be away the week beginning on January fifth but will be here right along otherwise.

I look forward to working with you in connection with this important matter.

Sincerely,

*J. D. Rockefeller 3rd*  
John D. Rockefeller 3rd

The Honorable John O. Marsh,  
The White House  
Washington, D. C.

*(over)*



P.S. I am enclosing a copy of a letter which I have just written to the President in reply to a warm and most gracious letter from him about the Rockefeller Public Service Awards luncheon on December 4th.

P.P.S. Because I read in the paper that the President had talked with my brother Nelson about some involvement in the Bicentennial, I talked with him over the weekend about yours and my conversation on the subject. He said would I please write him a memo in regard to the matter so that he would be brought up to date. This I am doing.

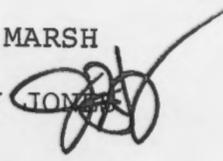
THE WHITE HOUSE  
WASHINGTON

February 21, 1975

MEMORANDUM FOR:

JACK MARSH

FROM:

JERRY ~~ION~~ 

Could you please submit to me a status report  
on the proposed Bicentennial Declaration submitted  
by John D. Rockefeller III.

Thank you.

*sent to D. Lukstat 2-24-75*



THE WHITE HOUSE  
WASHINGTON

February 14, 1975

MEMORANDUM FOR: JACK MARSH

FROM: RUSS ROURKE

For your information, we are back on the emergency schedule for the 2 minute Ford Bicentennial clip . . . the reason relates to a production problem between Lou Thompson and Rocky's people. We are presently on a crash schedule to get the suggested script to you for review by noon today, the shooting of the clip to take place tomorrow in the Oval Office.