The original documents are located in Box 68, folder "Fourth of July (1976) - General (5)" of the John Marsh Files at the Gerald R. Ford Presidential Library.

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these materials.

WASHINGTON

June 28, 1976

MEMORANDUM FOR: SEE DISTRIBUTION

FROM:

BOB MEAD

SUBJECT:

BI-CENTENNIAL AND FOURTH OF JULY

TELEVISION COVERAGE OF THE PRESIDENT

Following are the current plans of the three major tolevision networks in the coverage plans concerning the President's participation in Fourth of July and Bi-centennial ceremonies.

After conferring extensively with network executives, "pool" producers, site and location producers and technicians, all arrangements seem to be satisfactory now for the best possible exposure of the President at these historic events. There is a problem to be resolved with the discussion of the Tall Ships Review, noted later on.

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Thursday, July 1, 1976

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NOTE: News excerpts from these events will be a little longer than normal coverage excerpts, as the networks will be treating them as a bit more historic than newsy.

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Friday, July 2, 1976

Unilateral coverage of this event, with the Networks feeding segments at 11:02 p.m. that evening on a syndicated basis to each of their

affiliates throughout the country. These affiliates plan to use the material on their news broadcasts that same evening. Also, the major networks Morning News Broadcasts have no programs the following Saturday morning, but a short excerpt may appear on the Saturday evening news broadcasts, due to its interest and qualities.

It was expected that the networks will tape record this event in its entirety and re-play it on Sunday, July 4, 1976, since they have a lot of broadcast time to fill. They are uncertain of this at this time, however, I am encouraging them to do so.

NOTE: During the day of the Fourth, two networks (CBS & NBC) will be broadcasting throughout the day from 8 a.m. to Midnight, events from all segment of the country, and have also scheduled 90-minute entertainment programs, produced specially for the occasion. ABC has elected to broadcast three one-hour programs during the day.

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This event will receive little television exposure, if any. Networks again, will feed a small excerpt to their affiliates on the syndicated line following the event.

5. THE PRESIDENT'S VISIT TO VALLEY FORGE TO GREET WAGON TRAIN Sunday, July 4, 1976

This event will be broadcast "live" throughout the nation on all three major television networks.

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This event will be broadcast "live" throughout the country on all networks.

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set up by the Navy weeks ago, before our involvement and used in planning by the networks has the President landing by helicopter on the USS Mt. Whitney as their helo pad is large enough and acceptable by the Secret Service; barging to the USS Wainwright for the review of the ships and then barging to the USS Forrestal, the host ship, for his speech.

Our schedule has the President first landing on the USS Forrestal, speaking, and then taking a helicopter to the USS Nashville for the review. The USS Nashville is sailing from Puerto Rico and will not be equipped with "live" television gear to show the President reviewing the Tall Ships. There are "live" capabilities on the USS Wainwright and the Forrestal, and the American television viewer will see Secretaries Rumsfeld and Kissinger and Vice-President Rockefeller reviewing the Tall Ships. Not our President.

If the President arrived earlier, at 1 p.m., and followed the original schedule, he would land on the Whitney, barge to the Wainwright and steam down the river and pass at 90th Street all the Tall Ships, starting with America's own Eagle; then coming abreast of the Forrestal, he could barge to that ship for the ceremonies. He would receive "live" coverage throughout the event. However, to bring him in earlier, we would have to cancel the luncheon in Philadelphia, and depart that city ahead of the current schedule.

CBS has 40 remotes on the Fourth of July and NBC has 52, throughout the country. Four microwaves are to be used in and around the harbor and there is no more equipment to be utilized, and the Nashville's arrival from Puerto Rico on Saturday, is too late to transfer equipment, and then it would have to be taken away from either the Wainwright or the Forrestal.

The networks also are broadcasting "live" from the Goodyear Blimp above, and they could, with the long lens they use, zero-in on the President on the Nashville watching the ships, but at that height it would be a shaky picture being in that close, and hardly worth it.

The President could depart the Forrestal and review the remaining ships via helicopter and circle the Statue on the flight to Newark Airport. It would be my recommendation to bring the President to the site 45 minutes to an hour earlier and go with the original plan. This way a closer exposure of his review of the Tall Ships, would be better television coverage, since this is our goal as it was explained to me.

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John Marsh Dave Gergen Terry O'Donnell Dick Cheney Ron Nessen John Carlson Milt Mitler Sheila Weidenfeld Bill Nicholson Jerry Jones Doug Blaser Red Cavaney Larry Speakes Jim Shuman Bob Orben Roger Whyte, Vice President's Office Margita White

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du. 6/30 (Wes)

ACTION MEMORANDUM

WASHINGTON

LOG NO.: 5.00

Date: June 29

Jack Marsh

FOR ACTION:

Ted Marrs

Max Friedersdorf

Ken Lazarus David Lissy Time: 522pm

cc (for information):

Jim Cavanaugh Ed Schmults

FROM THE STAFF SECRETARY

DUE: Date:

June 30

Time:

500pm

SUBJECT:

S.J. Res. 49-Display and use of the flag of the U.S.

Jim:

Strongly suggest consideration be given to a signing ceremony. We have reports from Hill of interest by veterans groups in this legislation. Max Friedersdorf concurs.

ACTION REQUESTED:

Jack Marsh

____ For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

____ Draft Reply

For Your Comments

___ Draft Remarks

REMARKS:

please return to Judy Johnston, Ground Floor West Wing

May Vous view or Coremany Signing Rusmany Degrand

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

James M. Cannon , _____

ACTION MEMORANDUM

THE WHITE HOUSE

du. 6/30 (Wed,

WASHINGTON

LOG NO.: 5.00

Date: June 29

Time: 522pm

Ted Marrs

Max Friedersdorf Ken Lazarus

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Jim Cavanaugh

Ed Schmults

FROM '	THE	STAFF	SECRE'	PARY
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For Necessary Action	For Your Recommendations
Prepare Agenda and Brief	Draft Reply
For Your Comments	Draft Remarks

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ACTION REQUESTED:

____ For Necessary Action

____For Your Recommendations

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____ Draft Reply

X For Your Comments

____ Draft Remarks

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James M. Cannon For the President



OFFICE OF THE PRESIDENT OFFICE OF MANAGEMENT AND BUDGET WASHINGTON, D.C. 20503

JUN 2 9 1976

MEMORANDUM FOR THE PRESIDENT

Subject: Enrolled Resolution S.J. Res. 49 - Display and use

of the flag of the United States

Sponsor - Sen. Bayh (D) Indiana and Sen. Thurmond (R)

South Carolina

Last Day for Action

July 7, 1976 - Wednesday

Purpose

To codify guidelines on the proper methods for honoring, using, and displaying the American flag for use by civilians and civilian organizations.

Agency Recommendations

Office of Management and Budget

Approval

Department of Defense American Revolution Bicentennial Administration Department of Justice

Approval

No objection (Informally)
No objection

Discussion

S.J. Res. 49 is based on Congressional recognition that there now exists throughout the nation considerable confusion as to the proper method for use and display of the American flag, that some of the long-standing customs and usages for the flag are outdated, and that existing provisions of the flag code require additional clarification and reemphasis. The enrolled joint resolution

amends current law regarding the use and display of the flag. Major features of S.J. Res. 49 would:

- -- More precisely define the methods for civilian and military salute of the flag during rendition of the national anthem and the Pledge of Allegiance to the Flag.
- -- Permit display of an all-weather flag for a patriotic effect twenty-four hours a day if properly illuminated during darkness.
- -- Provide specific instructions for the display of the flag indoors and when not flown from a staff. When displayed in churches, the flag is to be displayed to the right of the clergyman and church flags are to be displayed on the clergyman's left.
- -- Specifically define the occasions and procedures for flying the flag at half-staff as a mark of respect to the deceased. It also states who may order the national flag to be flown at half-staff, those public officials for whom the flag shall be flown at half-staff and the period of time it is to be flown in that position.
- -- Prohibit use of the flag for advertising purposes, its embroiderment on fabrics, printing on items for tempoand discard, or use as a costume or athletic uniform. However, flag patches may be affixed to the uniforms of military personnel, firemen, policemen, and patriotic organizations.
 - -- Recodify existing authority for the Commander in Chief of the Armed Forces to alter, repeal, or add rules pertaining to display of the flag.

James M. Trey Assistant Director

for Legislative Reference

Enclosures



DEPARTMENT OF THE ARMY WASHINGTON, D.C. 20310

25 JUN 1976

Honorable James T. Lynn
Director, Office of Management and Budget
Washington, D. C. 20503

Dear Mr. Lynn:

The Secretary of Defense has delegated responsibility to the Department of the Army for reporting the views of the Department of Defense on enrolled enactment S. J. Res. 49, 94th Congress "To amend the joint resolution entitled "Joint resolution to codify and emphasize rules and customs pertaining to the display and use of the flag of the United States of America."

The Department of the Λ rmy on behalf of the Department of Defense recommends approval of the enrolled enactment.

The purpose of this enrolled enactment is to modernize, clarify, and make easier to understand the rules with respect to the display of the flag of the United States and the showing of reverence and respect for the flag during times of usage in public places.

The enactment of this measure is considered desirable because with the celebration of the country's Bicentennial upon us, it is appropriate, and, indeed, timely to have an up-to-date flag code governing the use of our flag - the honored symbol of our proud nation.

Approval of the enactment will cause no apparent increase in budgetary requirements for the Department of Defense.

This report has been coordinated within the Department of Defense in accordance with procedures prescribed by the Secretary of Defense.

Sincerely,

Donald G. Brotzman Assistant Secretary of the Army

(Manpower and Reserve Affairs)

Department of Instice Mashington, D.C. 20530

June 24, 1976

Honorable James T. Lynn
Director, Office of Management
and Budget
Washington, D. C. 20503

Dear Mr. Lynn:

In compliance with your request, I have examined a facsimile of the enrolled bill, S. J. Res. 49, "To amend the joint resolution entitled Joint resolution to codify and emphasize existing rules and customs pertaining to the display and use of the flag of the United States of America.'"

The Department of Justice has no objection to Executive approval of this bill.

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Michael Maturinann

Assistant Attorney General

ACTION MEMORANDUM

WASHINGTON

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Michael M. Uhlmann

Assistant Attorney General

WASHINGTON

June 30, 1976

MEMORANDUM FOR:

RUSS ROURKE

FROM:

JACK MARSH

Can't we have a private tree planting ceremony on the Fourth of July for the President either at Valley Forge or down here at the White House or both?

Can we plant some native American tree in either place?

Find out if there is a suitable spot on the grounds here at the White House. Just tell Rex Scouten it has come up and it is a serious option. Find a place where we can plant a tree and then see if we just can't arrange for the President to plant it.

Many thanks.

30 Junes - RAN descursed up JOM - Tree planting derening is planned for Oct.

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WASHINGTON

July 1, 1976

MEMORANDUM FOR:

RUSS ROURKE

FROM:

JACK MARSHOUL

Would you please <u>draft</u>, or have Milt draft, a letter of thanks to the members of the Bicentennial Task Force on behalf of the President, thanking them for their assistance and cooperation.

It would be helpful if this could go out by Friday.

Many thanks.

my from John

THE WHITE HOUSE WASHINGTON

July 6, 1976

TO:

JACK MARSH

FROM:

JIM CANNON

What did the President ever decide about these?

WASHINGTON

MEMORANDUM FOR

JACK MARSH

June 23, 1976

FROM

JIM REICHLEY

SUBJECT

BICENTENNIAL

I would like strongly to second Dave Gergen's report on the feeling in support of Paul O'Neill's idea that the President launch a "Clean Up America" campaign as an official means of commemorating the Bicentennial.

The "Clean Up America" idea, as I see it, has several advantages:

- (1) It would give the nation a needed shot in the arm, encouraging us to take pride in ourselves, and bringing us together on a project for the common good.
- (2) It would be addressed in part to the problem of unemployed teen-agers, particularly in the cities. While the economy is recovering, this group is lagging behind, and it would show that the President is directing his concern to this problem.
- (3) It would be directed to the problems of both the environment and the cities -- two areas in which the President needs greater identification.
- (4) The cost, within the bottom limit set by Paul's estimated minimum of \$1 billion, could be held to what we could safely afford. It would be a one-shot effort and need have no future budget impact.

On the con side, it would no doubt be criticized as being both too much and too little. But its very nature as a commemorative expression would largely exempt it from such criticisms.

From the political standpoint, it would give the President an opportunity to act in an imaginative and unexpected way -- giving positive expression of boldness and leadership.

cc: Dave Gergen, Paul O'Neill, Jim Cannon

THE WHITE HOUSE WASHINGTON

June 21, 1976

MEMORANDUM FOR:

JACK MARSH

FROM:

DAVE GERGEN

SUBJECT:

Fourth of July

After you were called out of the meeting late last week on 4th of July activities, I promised that I would give you a brief summary of the ideas that emerged.

Clean Up America -- The idea that attracted the most interest as a Presidential initiative for the 4th is to launch a "Clean Up America" campaign. It is generally agreed that America needs a face-lifting -- we need to clean up the parks, clean up our big cities, and even clean up many of our suburban areas. With a fairly modest amount of Federal funds, we could enlist the talents and energies of young people who can't find jobs, putting them to work in very constructive jobs. It would also give communities a chance to renew themselves, restoring a greater sense of pride. As you will recall, this was a jobs creation proposal that Paul O'Neill and Jim Lynn circulated during the State of the Union period; it was not followed up then, but participants in this meeting thought the time was now ripe. (Could also effect Humphrey-Hawkins, for instance.) Paul estimates that the cost would be a minimum of \$1 billion -- and if you really wanted to alleviate teenage unemployment in the ghettoes, it could go three or four times higher.

Designation of Worthy Americans -- You were present for the initial part of the discussion of Paul O'Neill's idea. The sentiment at the end of the meeting was that it might be very good so dong as the President could personally have the first group in before the end of this year -- perhaps around Labor Day.



Special Scholarship Program -- Discussion continued on this idea without clear resolution.

Sponsorship of Historical TV Series -- Another idea that came up was to provide the country with a permanent memorial to its history and to great Americans of the past through Federal sponsorship of a series of documentaries and semihistorical accounts on film. They might be similar to the Forsyth Saga or the Alistair Cooke materials. The films would be shown in coming years through the cooperation of the major networks as part of their public affairs programming. Then the films would be donated to schools for educational purposes. Details would have to be carefully worked out, but a majority thought it worth pursuing (one notable exception, Jim Reichley, thought historical material had already been sufficiently done this year on TV).

cc: Jim Cannon
Paul O'Neill
Jim Riechley



MEMORANDUM FOR:

BRENT SCOWCROFT

FROM:

JACK MARSH

I think it would be helpful if the President could receive today clippings from the British press on the recent Bicentennial events.

For example, see page four of the Christian Science Monitor.

Many thanks.

JOM/dl



Christian Science Monitor Tuesday, July 7, 1976

British press joins in warm tribute to 200-year-old United States

WASHINGTON

July 7, 1976

MEMORANDUM TO:

JACK MARSH

FROM:

RUSS ROURKE

Jack, according to a Ms. Janet Wantroba of the National Safety Council in Chicago (Logistics Department), the following is a recap of the highway death toll:

197 6	(3-day weekend)	5 2 3
1975	(3-day weekend)	508
1974	(4-day weekend)	549

WASHINGTON

July 7, 1976

MEMORANDUM FOR:

RUSS ROURKE

FROM:

JACK MARS

Can you find out from the National Salety Council or from someone else, what the highway death toll was for the long Fourth of July weekend? How does that compare with comparable holiday periods in previous years?

Many thanks.

THE WHITE HOUSE WASHINGTON

312-527-4800 E +30250 75-508 3 day wknd MEMORANDUM FOR:

RUSS ROURKE

FROM:

JACK MARSH

Can you find out from the National Safety Council or from someone else, what the highway death toll was for the long Fourth of July weekend? How does that compare with comparable holiday particle in previous years?

Many thanks.

JOM/dl



THE WHITE HOUSE

WASHINGTON

July 9, 1976

MEMORANDUM FOR:

JACK MARSH

FROM:

MILT MITLER



Jack, I discussed the New York Times letter to the Editor of July 4th with Jeff Rosenthal of NASA who is their pet astronomer. He pointed out that any luminous star selected for this purpose, one which shone brightly 200 years ago, would lack accuracy. There was no way to be assured that the timing was exact. In the grouping of six stars mentioned by the writers, none of which would be visible, accuracy was possible.

Rosenthal also believes the authors, one of whom is over 80 and the other about 70 and both of whom are respected astronomers, wrote the letter somewhat tongue-in-cheek.

I believe that unless the star was visible, the effect of naming a Bicentennial Star would be lost. On the other hand, to pick one that is visible and not be accurate would also diminish the value of the effort. In addition, could this have been done on July 4th, it would have had greater significance than some time in the future. I really believe we can comfortably skip this one for something else which may surface.



MEMORANDUM FOR:

MILT MITLER

FROM:

JACK MARSH

I would appreciate your comments on the attached editorial from the New York Times.

Many thanks.

Article from New York Times, Sunday, July 4, 1976, "Week in Review" Section, Letters to the Editor "How to Pick a Bicentennial Star"

JOM/dl



New York Times Sunday, July 4, 1976 ("Week in Review" Section)

Letters to the Editor

How to Pick a Bicentennial Star

To the Editor; Two hundred years ago, just as Congress was approving, with only minor changes, the draft of the Declaration of Independence that Thomas Jefferson had finished writing two days earlier, a fairly bright star was, as usual, sending out light in all directions. The star did not know, and neither did Jefferson, that some of the light that it sent on that day in 1776 would reach the earth just as we are celebrating the Bicentennial of that event. It may be appropriate to name this star the American Bicentennial Star.

When we try to identify the Bicentennial Star precisely, we run into some interesting problems. Among the brighter naked-eye stars there are about four that qualify reasonably well for selection. Although the distances of these stars cannot be measured with enough accuracy to let us say which of them is most nearly at the right distance to let light come to us in exactly 200 years, nevertheless we can pick a representative star for which the distance is sufficiently correct. Spica, the bright, white star in the constellation Virgo, which is in the south in the early evening in July, is a good candidate for selection as the American Bicentennial Star.

The fainter dwarf stars are much

more numerous than the bright giant stars. We know how closely packed these stars are, and can say with confidence that there are very nearly six stars within a shell in space that has a radius of 200 light years, with the earth at its center, if the shell has a thickness such that light will cross it in just one day. Each of these six stars sent light on July 4, 1776, which is reaching us within an interval of 24 hours on July 4, 1976,

We must make a choice. If we insist that we must be able to see the star with our unaided eyes, and to know just which star it is, then we must accept a giant star for which the distance cannot be exactly right, since there are only four stars from which to choose. But if we are willing to forgo seeing the star with the naked eye and do not insist that we must know which of several stars it is, then we can have a Bicentennial Star at exactly the correct distance, so that its light comes to us in just 200

THEODORE DUNHAM JR., PETER VAN DE KAMP Chocorua, N.H., June 28, 1976

The writers are astronomers, respectively, at the Harvard College Observatory and the Sprail Observatory at Swarthmore College.



THE WHITE HOUSE

WASHINGTON

July 19, 1976

MEMORANDUM FOR:

JACK MARSH

FROM:

MILT MITLEF

Jack, attached is the compilation of newspaper coverage we received from ARBA. This one covers the July 4th weekend. Most of it is quite complimentary. Both the Time Magazine article and Hugh Sidney's column are particularly good.

Attachment (Articles on July 4th weekend)



Bob Wiedrich Bicentennial has the power to heal



Macoupin's Leading Independent Newspaper

GILLESPIE, ILLI NOIS

After The Bicentennial—What?

Wagon Train pilgrimage Another Valley Forge fiasco

Another declaration

Declaration of Independence, in Independence Hall. Philadelphia's leaders

By JOE NIXON

Plain Dealing Our view

Our view

Look below the hoopla and the

hoopla and the meaning's there

City to advertise for Bicen tourists

Emergency campaign scheduled

An amanuanan marrananan

By John Corr Inquirer Staff Writers Philadelphia, officials said.

The campaign will emphasize that Philadelphia is not crowded this summer.

"People apparently pictured huge crowds," Nunn said. "We want them to knew there are plenty of hotel rooms, parking, transportation, and so forth."

Instead of hiring an advertising agency, the City Representative's Office will plan and carry out the campaign.

RICHMOND, MO. NEWS D. 4,000

JUN 22 1976

THE WHITE HOUSE

WASHINGTON

July 20, 1976

MEMORANDUM FOR:

JACK MARSH

FROM:

MILT MITLER

Jack, in coordination with Jim Conner, Bud MacFarlane and Jeanne Davis, here is how we ended up with the carving plate and the letter:

Carving:

1776-1976
"OUT OF MANY - ONE"

carved in Redwood and Presented To

THE PEOPLE OF THE REPUBLIC OF NICARAGUA

from

THE PEOPLE OF THE UNITED STATES OF AMERICA

Letter:

"OUT OF MANY - ONE"
THE LEGEND OF AMERICA
Carved in Redwood

In this Bicentennial year, as a measure of the ties of friendship and cooperation that bind our peoples on this occasion, the United States of America is pleased to present to the people of your country this specially carved American Redwood plaque bearing the symbol of our nation, the American Bald Eagle, and carrying the legend of America: "Out of many - One".

Redwood is native to the United States. The Eagle and the legend are the history of our people. They represent 200 years of American Independence -- years during which time we have sought the friendship and cooperation of other nations to achieve a world of freedom, peace and prosperity.

In presenting this gift, with our appreciation for the part you have played in our national celebration, we look forward to the Third Century with hope and expectation for a better life for everyone.

Gerald R. Ford

THE SEAL OF THE UNITED STATES OF AMERICA CARVED IN REDWOOD

In this Bicentennial year, and in appreciation for the manner in which your country has responded to the spirit of our 200th Anniversary, the United States of America is pleased to present to the people of your country this specially carved American Redwood plaque of The Seal of the United States of America.

Redwood is native to the United States. The Seal is our national symbol featuring the American Bald Eagle. Together they represent 200 years of American Independence. Years during which time we have sought the friendship and cooperation of other nations to achieve a world of freedom, peace and prosperity.

In presenting this gift, with our appreciation for the part you have played in our national celebration, we look forward to the Third Century with hope and expectation for a better life for everyone.

Gerald R. Ford