# The original documents are located in Box 7, folder "7/3/76 - Honor America Event" of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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# THE WHITE HOUSE

#### VISIT TO THE KENNEDY CENTER

SATURDAY - JULY 3, 1976



Departure:

7:15 P.M.

Attire:

Business Suit

From:

Terry O'Donnell

# BACKGROUND

You and Mrs. Ford will depart the South Grounds via motorcade at 7:15 p.m. en route the Kennedy Center for a reception and "Let Freedom Ring Again" performance. The reception will be held in the Atrium Room and will be attended by approximately 205 program performers, Members of Congress and the Diplomatic Corps, special guests and host committee members. After greeting the reception guests for thirty minutes, Mr. J. Willard Marriott, Event Chairman will escort you and Mrs. Ford to the Concert Hall where some 3,500 invited guests and general public will be gathered for the performance -- a program of entertainment with a patriotic theme appropriate for the commemoration of our 200th anniversary.

The American Historic and Cultural Society, which is chaired by Mr. Marriott, for the past six years has produced patriotic programs for the District of Columbia area during the July 4th period. Under the banner "Honor America", of which Bob Hope and Billy Graham are National Co-Chairmen, they have conducted these annual events each of which has been extremely well-received.

After you and Mrs. Ford are seated on the stage in the Concert Hall, and following Welcoming Remarks by Art Linkletter, Master of Ceremonies, Invocation by Rev. Billy Graham, and the National Anthem by the Mormon Tabernacle Choir, Art Linkletter introduces Bob Hope who in turn introduces you for remarks.

At the conclusion of your remarks, you and Mrs. Ford will be escorted by Mr. Marriott to the Presidential Box. (Seating chart attached at TAB A).

The entertainment, which includes the Mormon Tabernacle Choir, will be divided into four parts:

- 1. The American Land narrated by Telly Savalas
- 2. The American Spirit narrated by O.J. Simpson
- 3. The American Government narrated by Annette Funicello
- 4. The American People narrated by George Kennedy.

At the conclusion of the program, Leonard Marks will announce a gift of Boehm Stallions for Mr. Marriott. Mr. Marriott will remain in the Box while the announcement of the gift is made from the stage.

## SEQUENCE

7:15 p.m.

You and Mrs. Ford board motorcade on South Grounds and depart en route the Kennedy Center.

7:20 p.m.

Motorcade arrives Kennedy Center for "Honor America" Bicentennial Program.

OPEN PRESS COVERAGE CLOSED ARRIVAL

Proceed to the Atrium Room for pre-performance reception. Mr. and Mrs. Marriott will greet you outside the Atrium Room.

7:25 p.m.

Escorted by Mr. and Mrs. Marriott, you and Mrs. Ford arrive reception and informally greet program performers, Members of Congress and the Diplomatic Corps, special guests, and host committee members.

PRESS POOL COVERAGE ATTENDANCE: 205

7:50 p.m.

Guests depart reception and proceed to Concert Hall for program.

7:55 p.m.

You and Mrs. Ford, escorted by Mr. Marriott, depart Atrium Room and proceed to off-stage announcement area at rear of Concert Hall main floor for a brief pause.

NOTE: Mr. Marriott will proceed directly onto stage and will not escort the President and Mrs. Ford down the aisle.

8:00 p.m.

"Ruffles & Flourishes" Announcement "Hail to the Chief"

8:01 p.m.

You and Mrs. Ford enter the Concert Hall and proceed up the aisle and onto stage.

OPEN PRESS COVERAGE ATTENDANCE: 3,500

8:03 p.m.

You and Mrs. Ford arrive stage and are seated.

8:04 p.m.

Introduction of Master of Ceremonies, Art Linkletter, who will give brief

introductory remarks.

8:06 p.m.

Mr. J. Willard Marriott introduces

the Rev. Billy Graham.

8:07 p.m.

Invocation by Rev. Graham.

8:09 p.m.

Presentation of the Colors.

8:10 p.m.

National Anthem by the Mormon

Tabernacle Choir.

8:13 p.m.

Introduction of Bob Hope by

Art Linkletter.

8:14 p.m.

Brief remarks by Bob Hope concluding

in your introduction.

8:17 p.m.

PRESIDENTIAL REMARKS.

FULL PRESS COVERAGE

8:22 p.m.

Remarks conclude. You and Mrs. Ford, escorted by Mr. and Mrs. J. Willard Marriott, depart stage en route Presidential Box.

The Tabernacle Choir will sing while you and Mrs. Ford proceed to Presidential Box.

8:25 p.m.

You and Mrs. Ford arrive Presidential Box.

8:26 p.m.

Bob Hope monologue.

8:35 p.m.

Mormon Tabernacle Choir program begins.

Immediately preceding the finale, Mr. Leonard Marks will proceed onto stage to give presentation to Mr. J. Willard Marriott who will remain in the Presidential Box.

9:55 p.m.

Program concludes.

9:55 p.m.

You and Mrs. Ford depart Presidential Box en route motorcade for boarding.

10:05 p.m.

Motorcade departs Kennedy Center en route South Grounds.

10:10 p.m.

Arrive South Grounds.

# # # # #

# SEATING ARRANGEMENT

Presidential Box Kennedy Center July 3, 1976

			R. FORD
	Mrs. Marriott	James Brown	GER
	Spencer Kimball	Mrs. Benson	
	Mrs. Ford	J. D. Harris	
Stage			•
	The President	Mrs. Brown	
	Mrs. Kimball	E. T. Benson	
	J. W. Marriott	Mrs. Harris	

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# SEATING ARRANGEMENT

Presidential Box Kennedy Center July 3, 1976

Mrs. Marriott James Brown

Spencer Kimball Mrs. Benson

Mrs. Ford J. D. Harris

Stage

The President Mrs. Brown

Mrs. Kimball E. T. Benson

J. W. Marriott Mrs. Harris

GERALD SERVICE CANADA TO SERVICE SERVI

Javil / Poula

Jack / dete

Journel C.b

aut & Dacton

Karlo

Mrs. Marriott James Brown

Spencer Kimball Mrs. Benson

Mrs. Ford J. D. Harris

The President Mrs. Brown

Mrs. Kimball E. T. Benson

J. W. Marriott Mrs. Harris

# LET FREEDOM RING AGAIN

July 3, 1976 Kennedy Center Concert Hall Washington, D.C.



# THE AMERICAN HISTORIC AND CULTURAL SOCIETY

Tonight the American Historic and Cultural Society salutes 200 years dedicated to the pursuit of liberty and freedom. This program is a tribute to great men and women who have made our Country the land of the free and the home of the brave.

The American Historic and Cultural Society, Inc. was established in June 1970 under the laws of the District of Columbia as an educational and charitable organization.

The HONOR AMERICA program of the Society was designed to increase the knowledge of the American public about its cultural heritage, constitutional form of government, and history, and to commemorate the aniversary of the independence of the United States of America.

This is accomplished by the dissemination to the public of educational materials on historic sites and state or federal government public facilities and by the conduct, sponsorship or dissemination of information about musical and cultural events available to the public featuring examples

of American art, music and culture.

The events included in the programs consist of historic commemorative ceremonies, parades, erection of monuments, band concerts, festivals of American folklife, viewing of historic documents in public buildings, contemporary musical entertainment and fireworks displays. The entire program is non-political and non-partisan. It is publicly supported, and contributions to the Society are deductible in accordance with Internal Revenue Service regulations.

# THE AMERICAN HISTORICAL AND CULTURAL SOCIETY, INC.



J. WILLARD MARRIOTT Chairman

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LEONARD H. MARKS
GEORGE CHAMPION Treasurer
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Honorary Chairwomen: Mrs. Dwight D. Eisenhower, Mrs. Lyndon B. Johnson, Mrs. Harry S. Truman, and Mrs. Richard M. Nixon.

# HONOR AMERICA

Program

FANFARE U.S. Army Herald Trumpets

PRESENTATION OF THE COLORS
Joint Armed Forces Color Guard

GREETINGS

J. Willard Marriott, C.

J. Willard Marriott, Chairman American Historic and Cultural Society

THE INVOCATION Rev. Billy Graham

NATIONAL ANTHEM
Choir and Audience

BICENTENNIAL MESSAGE President Gerald R. Ford

ANOTHER CENTURY Bob Hope

# LET FREEDOM RING AGAIN

TRIBUTES TO AMERICA
Art Linkletter

"LAND OF AMERICA"

Choir:

America the Beautiful Oh, Shenandoah Come, Come, Ye Saints

The Revolution was effected before the War commenced. The Revolution was in the Minds and Hearts of the People.

—John Adams

"THE SPIRIT OF AMERICA"

Choir:

Marching Along Together God Bless America

Let us look to our national character, and to things beyond the present moment. No morn ever dawned more favorable than ours did; and no day was ever more clouded than the present.

—George Washington

"THE GOVERNMENT OF AMERICA"

Choir:

This is My Country We, The People

Our Bill of Rights shall stand . . . only so long as we realize and value the unique and fundamental freedoms of which it is the bulwark. Only so long as we are vigilant.

—James Truslow Adams

"PEOPLE OF AMERICA"

Choir:

Give Me Your Tired This Land is Your Land

With malice toward none, with charity for all; with firmness in the right as God gives us the right to see the right, let us strive on to finish the work we are in.

-Abraham Lincoln

**PRESENTATION** 

Leonard H. Marks, Vice Chairman American Historic and Cultural Society

FINALE

Choir:

Battle Hymn of the Republic

## THE SIGNIFICANCE OF THIS SYMBOL



Centuries ago, while North America was a vast wilderness, the eagle was esteemed in many parts of the world as a symbol of power, courage and freedom. Rulers displayed this bird as an emblem of authority and unity.

In tribute to the judgment of the Founding Fathers, a variation of this eagle figure was adopted by the American Historic and Cultural Society as the insignia of its continuing program to Honor America.

The characteristic emblem, containing the nation's colors, is an eagle in red and white profiled against a bell-shaped blue background dotted with 13 white stars representing the original American colonies, and all encircled in a ring of 50 gold stars. The latter compose the make up of the country on its Bicentennial Anniversary.

The Honor America program, customarily held from June 14 to July 4, was designed to broaden the familiarity of the American public with its cultural heritage, constitutional form of government and history and to commemorate the anniversary of the independence of the United States of America.

#### MESSAGE FROM THE CHAIRMAN

The most gratifying experience in our preparation for this important event has been the tremendous outpouring of genuine enthusiasm by Americans from all walks of life who have been eager to participate and express their love for their country. We hope this celebration will be meaningful to all of us, as individuals, and to us as a nation.

Our purpose—our only purpose—in organizing "Honor America Day" has been to rekindle the spirit of patriotism and respect for individual liberties, which have made America great. We want to demonstrate to the world that, despite its imperfections, America is still the greatest country on earth . . . "A land choice above all others."

As Americans, we are proud of our Nation and

welcome this opportunity to honor it.

Some have asked why we have bothered with such a celebration. They look at the massive organizing job required, wonder why we ever would undertake such a task. They look at the serious problems facing America and ask what good will one day of togetherness accomplish.

My answer would be the same as that offered so long ago by Edmund Burke, who said: "All that is necessary for the triumph of evil is for good men to

do nothing."

And you, by your presence here today, together with the millions who are joining us across the Nation in celebrating this Independence Day—We are doing something.

No one expects that in one day, however successful our efforts may be, can we either eliminate the Nation's problems or close the gap that separates Americans with different views. At the same time, we are not so frightened by the magnitude of those differences that we would shrink from making a beginning to solve our problems.

As we have often been reminded, "A journey of

1000 miles begins with a single step."

A major step would be the simple recognition that Americans all have more in common than they have in differing ideals, opinions and philosophies.

J. WILLARD MARRIOTT



# A Past to Remember A Future to Mold

#### CREDITS

LET FREEDOM RING AGAIN Program: John F. Meyers, producer; Edward Cowling, associate producer: Miriam Nelson, director.

MORMON TABERNACLE CHOIR: Oakley S. Evans, president; Jerold Ottley, director; Don Ripplinger, associate director; accompanists: Alexander Schreiner, Robert Cundick and John Longhurst.

Northern Virginia Patriots Fife and Drum Corps.

The Honor America Committee expresses its appreciation to all who assisted in the organization of this July 3 program for their valued contributions of time and talent, in particular; G. Dewey Arnold, Nancy Beang, Raymond Caldiero, Jack Fleischer, Allen Jensen, Austin Kinney, Robert H. Moxley, Wayne Scott, Charles Van Horn and Mrs. James McSherry Wimsatt.

Executive liaison: Frank Collins and Mervel Denton.

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