

**The original documents are located in Box 64, folder “Bicentennial Exposition on Science and Technology, Cape Canaveral, FL - Department and Agency Participation (1)” of the John Marsh Files at the Gerald R. Ford Presidential Library.**

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August 14, 1975

Dear Arthur:

As you know, there are a variety of Federal, state and local expositions, fairs, and shows underway around the country as part of the Nation's Bicentennial celebration. Many of these projects are already open to the public and others are expected to open early next year. By and large these projects will focus on our Nation's history and past accomplishments.

In addition to these projects, the President has decided that a "U.S. Bicentennial Exposition of Science and Technology" should be conducted at Cape Canaveral, Florida. Although details of the Exposition remain to be worked out, the President envisions a project that will focus less on our past and present scientific and technological achievements than on the promises and prospects for the next 100 years.

The National Aeronautics and Space Administration has been given overall management and operational responsibility for this Exposition. The President expects that all Federal agencies with activities in research and development and those with know-how in preparing fairs and expositions will cooperate fully in assisting NASA in planning, developing and operating exhibits for the Exposition. Each agency will be expected to provide exhibits which reflect the technological capabilities and interests of the agency including, where possible, involvement of the private sector.

Time is a critical factor and we need to move swiftly in order to meet the deadline for opening the Exposition in June 1976. To set the wheels in motion, your Federal Agency Bicentennial Task Force member is invited to attend a meeting scheduled for August 18, at 10:00 a.m. in the Roosevelt Room of the White House. At this meeting, NASA will present information on preliminary planning for the Exposition at Cape Canaveral, on organizational arrangements, and on the next steps to be taken in coordinating the activities of participating agencies.



The President is quite interested in this project and desires appropriate participation by your agency. At the August 18 meeting your representative should be prepared to give a preliminary indication of your agency's participation.

I look forward to hearing from you on the name of your representative and to meeting with him or her on August 18.

Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Arthur F. Sampson  
Administrator  
General Services Administration  
Eighteenth and F Streets, NW.  
Washington, D.C. 20405

JOM:abh



August 14, 1975

Dear Elizabeth:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Elizabeth Hamer Kegan  
Acting Librarian of Congress  
Library of Congress, Room 110  
10th First Street, SE.  
Washington, D.C. 20540

JOM:abh



August 14, 1975

Dear Russ:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Russell E. Train  
Administrator  
Environmental Protection Agency  
Waterside  
401 M Street, SW.  
Washington, D.C. 20460

JOM:abh



August 14, 1975

Dear Dick:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Richard E. Wiley  
Chairman Federal Communications Commission  
1919 M Street, NW.  
Washington, D.C. 20554

JOM:abh



August 14, 1975

Dear Jim:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable James B. Rhoads  
Archivist  
National Archives and Record  
Service  
Seventh and Pennsylvania, NW.  
Washington, D.C. 20408S

JOM:abh



August 14, 1975

Dear David:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable David Parker  
Administrator  
Agency for International Development  
State Department  
Washington, D.C. 20523

JOM:abh



August 14, 1975

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable F. David Mathews  
Secretary of Health, Education,  
and Welfare  
Washington, D.C. 20201

JOM:abh



August 14, 1975

Dear Mike:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Michael P. Balzano, Jr.  
Director  
ACTION  
806 Connecticut Avenue, NW.  
Washington, D.C. 20525

JOM:abh



August 14, 1975

Dear John:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable John W. Warner  
Administrator  
American Revolution Bicentennial  
Administration  
736 Jackson Place, NW.  
Washington, D.C. 20276

JOM:abh



August 14, 1975

Dear Henry:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Henry A. Kissinger  
Secretary of State  
Washington, D.C. 20520

JOM:abh



August 14, 1975

Dear Kent:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Kent Frizzell  
Acting Secretary of the Interior  
Washington, D.C. 20240

JOM:abh

August 14, 1975

Dear Rogers:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Rogers C. B. Morton  
Secretary of Commerce  
Washington, D.C. 20230

JOM:abh



August 14, 1975

Dear Carla:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Carla A. Hills  
Secretary of Housing and Urban  
Development  
Washington, D.C. 20410

JOM:abh



August 14, 1975

Dear Dillon:

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John O. Marsh, Jr.  
Counsellor to the President

The Honorable S. Dillon Ripley  
The Secretary of the Smithsonian  
Institution  
1000 Jefferson Drive  
Washington, D.C. 29560

JOM:abh



August 14, 1975

Dear Nancy:

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The President is quite interested in this project and desires appropriate participation by your agency. At the August 18 meeting your representative should be prepared to give a preliminary indication of your agency's participation.

I look forward to hearing from you on the name of your representative and to meeting with him or her on August 18.

Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Nancy Hanks  
Chairperson, National Endowment for  
the Arts  
806 Fifteenth Street, NW.  
Washington, D.C. 20506

JOM:abh



August 14, 1975

Dear Ronald:

As you know, there are a variety of Federal, state and local expositions, fairs, and shows underway around the country as part of the Nation's Bicentennial celebration. Many of these projects are already open to the public and others are expected to open early next year. By and large these projects will focus on our Nation's history and past accomplishments.

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Ronald S. Berman  
Chairman, National Endowment for the  
Humanities  
806 Fifteenth Street, NW.  
Washington, D.C. 20506

JOM:abh



August 14, 1975

Dear Jim:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable James Koech  
Director  
U.S. Information Agency  
Washington, D.C. 20547

JOM:abh



August 14, 1975

Dear Tom:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Thomas S. Kleppe  
Administrator  
Small Business Administration  
1441 L Street, NW.  
Washington, D.C. 20416

JOM:abh



August 14, 1975

Dear Guy:

As you know, there are a variety of Federal, state and local expositions, fairs, and shows underway around the country as part of the Nation's Bicentennial celebration. Many of these projects are already open to the public and others are expected to open early next year. By and large these projects will focus on our Nation's history and past accomplishments.

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable H. Guyford Stever  
Director  
National Science Foundation  
1800 G Street, NW.  
Washington, D.C. 20550

JOM:abh



August 14, 1975

Dear Jim:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable R. Schlesinger  
Secretary of Defense  
Washington, D.C. 20301

JOM:abh



August 14, 1975

Dear John:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable John T. Dunlop  
Secretary of Labor  
Washington, D.C. 20210

JOM:abh



August 14, 1975

Dear Earl:

As you know, there are a variety of Federal, state and local expositions, fairs, and shows underway around the country as part of the Nation's Bicentennial celebration. Many of these projects are already open to the public and others are expected to open early next year. By and large these projects will focus on our Nation's history and past accomplishments.

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Earl L. Butz  
Secretary of Agriculture  
Washington, D.C. 20250

JOM:abh



August 14, 1975

Dear Bill:

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Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable William E. Simon  
Secretary of the Treasury  
Washington, D.C. 20220

JOM:abh



August 14, 1975

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I look forward to hearing from you on the name of your representative and to meeting with him or her on August 18.

Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable William T. Coleman, Jr.  
Secretary of Transportation  
Washington, D.C. 20590

JOM:abh



August 14, 1975

Dear Edward:

As you know, there are a variety of Federal, state and local expositions, fairs, and shows underway around the country as part of the Nation's Bicentennial celebration. Many of these projects are already open to the public and others are expected to open early next year. By and large these projects will focus on our Nation's history and past accomplishments.

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I look forward to hearing from you on the name of your representative and to meeting with him or her on August 19.

Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Edward H. Levi  
Attorney General of the United States  
Department of Justice  
Washington, D.C. 20530

JOM: abh



THE WHITE HOUSE

WASHINGTON

August 14, 1975

Dear Bob:

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Time is a critical factor and we need to move swiftly in order to meet the deadline for opening the Exposition in June 1976. To set the wheels in motion, there will be a meeting of the Federal Agency Bicentennial Task Force on August 18, at 10:00 a.m. in the Roosevelt Room of the White House to which your representative is invited. At this meeting, NASA will present information on preliminary planning for the Exposition at Cape Canaveral, on organizational arrangements, and on the next steps to be



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I look forward to hearing from you on the name of your representative and to meeting with him or her on August 18.

Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Robert C. Seamans, Jr.  
Administrator  
Energy Research and Development  
Administrator  
Seventh and D Streets, SW  
Washington, D.C. 20545



To  
Ted  
M.



DEPARTMENT OF STATE

Washington, D.C. 20520

August 15, 1975

The Honorable  
John O. Marsh, Jr.  
Counsellor to the President  
The White House  
Washington, D.C.

Dear Jack:

In acknowledging for the Secretary your letter of August 14 concerning the U.S. Bicentennial Exposition of Science and Technology, I want to express my regret that I shall be unable to attend the Bicentennial Task Force meeting on Monday. As ~~your office knows~~, however, my principal assistant for the Bicentennial, Mr. Arthur Minnich, will be there. I have asked him to give me a full report on the meeting so that we may canvass thoroughly our State Department capabilities vis-a-vis the exhibit.

With best wishes,

Sincerely,

A handwritten signature in black ink, appearing to be "JR" with a horizontal line above it.

John Richardson, Jr.  
Assistant Secretary for  
Educational and Cultural  
Affairs



AUG 21 1975

August 20, 1975

General D. L. Crow  
Assistant Administrator for DOD  
and Inter-Agency Affairs  
Headquarters NASA  
Washington, D. C. 20546

Dear General Crow:

The United States Information Agency is placed in a very difficult position by the most exciting proposal for the "Bicentennial Exposition of Science and Technology."

We are actively engaged in presenting similar exhibits in major foreign cities. Our professional exhibits staff has a proven record in the design, production and management of such exhibits, and are thoroughly experienced with the use of geodesic domes, of which we own several. Three exhibits which we are currently exhibiting abroad would ideally fit the theme of the Bicentennial Exposition. They are: "Technology for the American Home," currently being exhibited in the Soviet Union, "Satellite Servants from the Sky," which will open in Belgrade on September 6, and a very large scale exhibit on oceanography, now on display at Expo 75 in Okinawa.

Nevertheless, our basic law P. L. 402, as amended by P. L. 92-352 of July 13, 1972 prohibits the domestic dissemination of Agency program materials: "Any such information... shall not be disseminated within the United States, its territories, or possessions."



- 2 -

There are a number of key exhibit professionals on our staff who could be of very considerable help to you on this project. Their experience covers the gamut of challenges that you will encounter, and several also have previous experience with the Department of Commerce exhibits program. Again, in the opinion of our General Counsel, the impact of our legislation would require that any of our personnel assigned to this project would have to be on a reimbursable basis as has been the case in other cooperative efforts. For the time being, I hope you will accept me as the Agency's project officer for this endeavor for which we want to be helpful within the limits of our enabling legislation.

Sincerely,

Harold Schneidman  
Assistant Director, USIA  
(Information Centers)

cc: John O. Marsh, Jr.  
Counsellor to the President

cc: I - Mr. Keogh



**UNITED STATES INFORMATION AGENCY**

**WASHINGTON, D. C. 20547**

**OFFICIAL BUSINESS**

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ICS - Harold Schneidman

**POSTAGE AND FEES PAID  
UNITED STATES INFORMATION AGENCY**



The Honorable  
John O. Marsh, Jr.  
Counsellor to the President  
The White House



4  
AUG 20 1975



THE LIBRARIAN OF CONGRESS

WASHINGTON, D.C. 20540

August 18, 1975

Dear General Crow:

I was very much interested in NASA's presentation this morning of the project for a "U.S. Bicentennial Exposition of Science and Technology," to be held at Cape Canaveral, Florida. You asked for an immediate response from the Task Force Members. This is mine.

The Library of Congress, as I am sure you know, is not a grant-making agency, nor do we have a sum of money allocated for Bicentennial activities. We have a small staff of historical specialists, supported by appropriated funds, whose positions were obtained from the Congress to perform certain specific functions. These include the preparation of guides to the unique and exceedingly rich source materials on the Revolution that are in the Library, such as manuscripts, maps, graphics, etc.; the presentation of a series of scholarly symposia, where historians and other thinkers are presenting lectures on various aspects of the Revolution itself and of our continuing commitment to the precepts of the Founding Fathers; the production of recordings of American folk music; the installation of a major exhibition in the Library; the presentation of musical events, including the production of an opera of the period; etc. In addition, we have obtained grants from private institutions, for instance, one from the Ford Foundation to prepare a revised and greatly enlarged edition of the Letters of the Delegates to Congress, 1774-1789, in some 20 volumes.

Our personnel is not only committed, as you can see, but perhaps overcommitted to specific activities. I regret to say, therefore, that we will be unable to participate in the exhibit at the Cape. Also, our collections of manuscripts, maps, graphics, music, and books do not lend themselves to such an exhibit, but photographic copies might be utilized by others. If there should be a need for advice on sources relating to the history of aviation, the Library would be happy to be of service.

I am sorry to have to send you such a negative response, but these are the realities with which we live. It was a pleasure to meet you and your colleagues. I wish you every success.

Sincerely yours,

*Elizabeth Hamer Kegan*  
(Mrs.) Elizabeth Hamer Kegan  
Acting Librarian of Congress

General Duward L. Crow  
Headquarters NASA (W)  
Washington, D.C. 20546

cc: Theodore C. Marrs, John O. Marsh, Jr., John W. Warner

LIBRARY OF CONGRESS

THE LIBRARIAN OF CONGRESS

WASHINGTON, D.C. 20540

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*Official Business*

POSTAGE AND FEES PAID  
LIBRARY OF CONGRESS

The Honorable  
John O. Marsh, Jr.  
Counsellor to the President  
The White House  
Washington, D. C. 20500

AUG 25 1975

NATIONAL  
ENDOWMENT  
FOR  
THE ARTS

WASHINGTON  
D.C. 20506



A Federal agency advised by the  
National Council on the Arts

August 21, 1975

M

General Duward L. Crow  
Assistant Administrator for DOD  
and Interagency Affairs  
National Aeronautics and Space  
Administration  
Washington, D. C. 20546

Dear Pete:

As I have reported informally, the National Endowment for the Arts desires to be of all possible help in ensuring the success of the President's wish that there be a "U. S. Bicentennial Exposition of Science and Technology" at Cape Canaveral, Florida, in 1976. Because a number of program directors and other key persons at the Endowment are now away, it is not possible for us to respond fully to the requests you made at the White House meeting on August 18. However, we can state the following:

1. I will serve at present as the project director for this activity at the Endowment;
2. we will entertain a proposal for an exhibit support grant to assist generally with this endeavor, which will be discussed with our museums program staff within the next week and presented in their normal review process as soon thereafter as possible;
3. I will prepare by August 25 a "think piece" on the theme of the Exposition, for discussion with your staff and others you designate; and



General Duward L. Crow

August 21, 1975  
Page 2

4. we will review over the next two weeks the possible nature and content of an Arts Endowment exhibit in the Exposition, should that be sensible within the context of the selected theme.

We, like you, have been caught a bit awry by this proposition. Being inspired by its potentiality and possibility, we will make every effort to see it through.

With warm regards,

Sincerely,



Carl F. Stover  
Director, Bicentennial  
Resources Development

cc: Nancy Hanks  
John Marsh  
John Warner



AUG 26 1975



**ACTION**

WASHINGTON, D.C. 20525

OFFICE OF  
THE DIRECTOR

August 22, 1975

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

Dear John:

Thank you for your letter asking ACTION to submit our Agency's plans for the Federal Bicentennial Celebration. I have asked Harry Hogan, Assistant Director for the Office of Policy and Planning to send you a description of our present activities and a proposal.

Our activities are, of course, limited by our legislation which requires an anti-poverty purpose for the activities of almost all of our volunteers. Even without that purpose we have not been successful in obtaining Congressional approval for Bicentennial activities. As you may know, the plans we submitted to Congress at the end of Fiscal Year 1975 for re-programmed money to be used for Bicentennial activities were turned down on three separate occasions.

Sincerely,

*Michael P. Balzano Jr.*  
Michael P. Balzano  
Director



# ACTION

Office of the Director

WASHINGTON, D.C. 20525

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE, \$300

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ACTION



Mr. John O. Marsh, Jr.  
Counsellor to the President  
The White House  
Washington, D. C. 20500



AUG 27 1975

R-T/m

NATIONAL ENDOWMENT FOR THE HUMANITIES

WASHINGTON, D.C. 20506



August 26, 1975

Mr. John O. Marsh, Jr.  
Counsellor to the President  
The White House  
Washington, D.C. 20500

Dear Mr. Marsh:

During his absence from the office, Dr. Berman has asked me to respond to recent letters from you with reference to the Bicentennial.

I regret that an out of town meeting of the National Council prevented our participation at the August 18 meeting to discuss the proposed "U.S. Bicentennial Exposition of Science and Technology." It has seemed to us that a Bicentennial would provide an admirable occasion for an exploration of the nation's scientific and technological achievements, and the Endowment will, of course, be honored to cooperate in any way that it may, although this agency has not itself any technological capabilities or interests.

To your earlier letter of July 28, inviting "thoughts concerning current problems and any new developments which might be taken in the Bicentennial period," I am afraid we can offer no specific agenda items, even though we are deeply involved in Bicentennial activities nationwide. As you know, we have supported a number of Bicentennial projects earlier approved by the Domestic Council, including some international conferences (a few of which have already opened), the preparation and publication of a Bicentennial history for each state (the first six of them to appear actually during 1976), and the American Issues Forum.

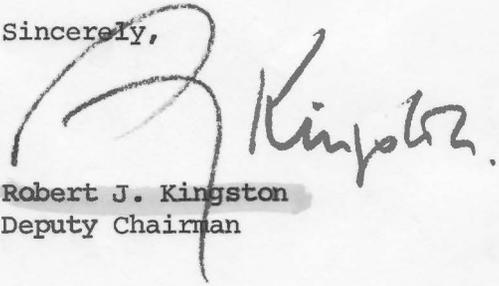
The last of these has consumed most of our energy since it has developed into a national program on a much larger scale than we had originally anticipated. It does, as I think you know, now involve the participation of virtually all major national membership organizations; it has been adopted state-wide in two states and city-wide in some 40 cities; it embraces the Bicentennial Youth Debate Program which has recently received a warm endorsement from the President; the television networks have agreed to identify programs related to the Forum topics; and it will be the subject of an Ad Council "Bulletin" campaign in all media in late September and October.



The Forum's direct relevance to the Federal agencies as such is not immediately apparent, although we do understand that the Federal representatives in the Northeast region, centered on Boston, are in fact participating together and directly. It might be worthwhile to remind other members of the Federal Agency Bicentennial Task Force of the Forum so that their agencies might capitalize upon it whenever the Forum's monthly or weekly topics may be relevant to their interests. Clearly there would anyway have been some kind of "national dialogue" stimulated by the Bicentennial, and its formalizing through the Calendar of the American Issues Forum may provide us with a special opportunity: there will be much conversation about national values and purposes, and it might be worthwhile for all of us to think how that may best be harnessed to serve the national interest.

I know that others may have more precise concerns as we move to more intense Bicentennial activity, and I shall personally look forward to the next meeting of the Task Force.

Sincerely,

  
Robert J. Kingston  
Deputy Chairman



AUG 27 1975



THE SECRETARY OF TRANSPORTATION  
WASHINGTON, D.C. 20590

*R to TM*  
August 26, 1975

Honorable John O. Marsh, Jr.  
Counsellor to the President  
The White House  
Washington, D.C. 20500

Dear John:

This is in response to your letter of August 14, 1975 regarding the U. S. Bicentennial Exposition of Science and Technology at Cape Canaveral, Florida. As you will note from the attached letter, we have initiated our efforts to assist the National Aeronautics and Space Administration in the planning of this project.

We look forward to working closely with you and the National Aeronautics and Space Administration to make this endeavor a success.

Sincerely,

*Bill*

William T. Coleman, Jr.

Attachment





OFFICE OF THE SECRETARY OF TRANSPORTATION

WASHINGTON, D.C. 20590

DEPUTY  
UNDER SECRETARY

August 21, 1975

General Duward L. Crow  
Assistant Administrator for  
DOD and Interagency Affairs  
National Aeronautics and Space  
Administration  
Washington, D.C. 20546

Dear General Crow:

This is in response to your request for the Department's views regarding the planned U. S. Bicentennial Exposition of Science and Technology at Cape Canaveral, Florida. We certainly wish to cooperate with you in any way possible on this project.

Secretary Coleman has designated the DOT Assistant Secretary for Systems Development and Technology as the office which will coordinate the Department's efforts on this project. I anticipate that your office will want to contact him directly on the project.

As you are well aware, the various components of the Department have no funds appropriated for the purpose of participating in this project. While this situation will undoubtedly limit the scope of our involvement, we will attempt to participate as fully as available resources will allow.

Given the short time deadline for this response, we have not had the opportunity to get a complete canvas of potential DOT participation. However, several of our modal administrations have indicated a tentative desire to provide several technology related exhibits. Further assessment of these possibilities can be worked out by your staff and the Department's Assistant Secretary for Systems Development and Technology

We look forward to working carefully and productively with you to make this endeavor a success.

Sincerely,

*Theodore C. Lutz*  
Theodore C. Lutz



Cape Canaveral

UNITED STATES OF AMERICA  
GENERAL SERVICES ADMINISTRATION SEP 2 1975  
WASHINGTON, D.C. 20405



M

AUG 28 1975

General Duward L. Crow  
Assistant Administrator for  
DOD and Interagency Affairs  
NASA Headquarters  
400 Maryland Avenue, S. W.  
Washington, DC 20546

Dear General Crow:

Thank you for the opportunity to participate in the "U. S. Bicentennial Exposition of Science and Technology" planned for June 1976 at Cape Canaveral, Florida.

We are actively considering ways in which the General Services Administration might contribute its unique expertise to the development of this Exposition. On a daily basis GSA, is involved in construction of buildings and their management. As plans for the Exposition progress, we will be happy to help provide guidance in this area.

While we are not heavily involved in technological research, we are taking an inventory of existing exhibits relating to the theme of the Exposition. If any of these seem suitable, they can be adapted to fit into the overall exhibit plan.

GSA operates thirty-seven Federal Information Centers throughout the country. While their main purpose is to inform the public on matters relating directly to the Federal Government, they would be happy to assist in publicizing the Exposition.

We would be happy to work on these suggested areas as well as any other areas of GSA expertise.

Sincerely,

Robert J. Yock  
Acting Assistant Administrator

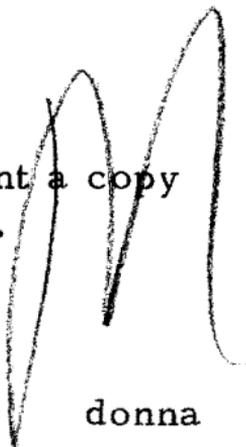
Robert J. Yock  
Acting Assistant Administrator



THE WHITE HOUSE

WASHINGTON

Note: I've sent a copy  
to Ted Marrs.

A large, stylized handwritten signature in black ink, consisting of several sweeping, interconnected loops.

donna





# United States Department of the Interior

OFFICE OF THE SECRETARY  
WASHINGTON, D.C. 20240

August 29, 1975

The Honorable John O. Marsh, Jr.  
Counsellor to the President  
The White House  
Washington, D. C. 20500

Dear ~~Mr. Marsh~~ *Jack,*

I write in response to your letter of August 14, 1975, concerning the United States Bicentennial Exposition of Science and Technology scheduled for Cape Canaveral, Florida, opening in June 1976.

Richard Hite, our Deputy Assistant Secretary for Management, who has been involved with you in D. C. Bicentennial affairs, represented our Department at the August 18 meeting at the White House. I have also directed him to represent us on the task force under General Duward Crow. I am enclosing a copy of our August 22 response to General Crow.

Please rest assured that you will have the full cooperation of the Department of the Interior in this project.

Sincerely yours,

*Kent Briggell*

Acting Secretary of the Interior

Enclosure





OFFICE OF THE SECRETARY  
WASHINGTON, D.C. 20240

August 22, 1975

Dear General Crow:

Acting Secretary Kent Frizzell has asked me to respond to you with respect to the proposal advanced by Counsellor to the President, John O. Marsh, Jr., in his letter to Mr. Frizzell of August 14. The subject of the proposal was a United States Bicentennial Exposition of Science and Technology to be conducted at Cape Canaveral, Florida, under the overall management and operational responsibility of NASA. I represented the Department at the August 18 meeting at the White House on this subject, at which time the general outlines of the exposition and details of the guidelines for agency support were presented.

On behalf of Mr. Frizzell and our Department, may I express our wholehearted endorsement and desire to cooperate in any manner that we can. The nature of our exhibit has not yet been determined and, therefore, we are not able to commit at this time to sole occupancy of one of the geodesic domes. It is possible that we will propose to share one of these facilities with another agency. As noted at our August 18 meeting, we are constrained by our Appropriations Committee in the House and Senate from reprogramming funds without the Committees' approval. These constraints make it difficult to react in a timely manner, as the review process is time consuming. However, we will move as expeditiously as possible and I assure you that we will be diligent in our support of the project.

I will represent the Department on the task force and look forward to working with you and our constituent agencies.

Sincerely,

(S)

Deputy Assistant Secretary--Management

Lieutenant General Duward L. Crow  
Assistant Administrator for Department  
of Defense and Interagency Affairs  
Headquarters, National Aeronautics  
and Space Administration  
Washington, D.C. 20546

cc: Acting Secretary Kent Frizzell  
Assistant Secretary-Program Development & Budget

RRHITE/bonnie 8-22-75  
cc: AM-Subj AM-R/F AM-Chron



STOVER, CARL F.  
CAPE CANAVERAL

September 19, 1975

Dear Carl:

Jack Marsh has asked me to respond to your August 17th letter concerning the Cape Canaveral project.

When the agencies were brought together to discuss the project and make recommendations, it was intended for each to suggest areas of exhibitry and activity which would produce an exhibition that could be meaningful and exciting. From that point, the program was placed into the hands of NASA and the various agencies were asked to work with Duward Crow in the development of an acceptable program.

I would suggest that you contact "Pete" Crow and discuss your thoughts with him, if you haven't already done so.

My best wishes.

Sincerely,

Milton E. Mitler  
Deputy Special Assistant

Mr. Carl F. Stover  
Director, Bicentennial  
Resources Development  
National Endowment for the Arts  
Washington, D. C. 20506

MEM/sjd

bc: Central Files



September 24, 1975

MEMORANDUM TO: TED MARRS  
FROM: RUSS ROURKE

Ted, FYI, we are not responding to Bob Shaw's letter. If the content, however, of his communication is at variance with the facts as you perceive them, he should be so notified.

Many thanks.

RAR:cb



SEP 19 1975



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Domestic and International Business**  
**Administration**  
Washington, D.C. 20230

September 18, 1975

Honorable John O. Marsh, Jr.  
Counsellor to the President  
The White House  
Washington, D. C. 20500

Dear Jack:

As you know, at yesterday's Cabinet Meeting, the President raised the issue of the Cape Canaveral Bicentennial activities. With respect to the Department of Commerce's role in these activities, we assume that the President was referring to our effort to provide experienced leadership in terms of detailing an overall, general manager for the project.

It is my understanding that NASA continues to have the lead for development and management of the project itself, and that the President was merely requesting the Department of Commerce to continue to endeavor to provide general manager candidates and any other appropriate support.

I have provided candidates for the general manager position as part of our continuing work with Pete Crow on operational and overall policy matters. My people have also drafted letters to be sent to the business community soliciting their participation. I understand that these will be mailed as soon as a general manager is selected.

In light of the President's interest in this matter, we will make an experienced exhibition manager available from the Department's staff to serve as general manager. We anticipate that arrangements for this will be completed in the next two or three days.

Sincerely,

A handwritten signature in black ink that reads "Bob Shaw".

Bureau of International Commerce

cc:  
Secretary Morton



[10/75]

Dear Mr. Chairman:

In a series of informal discussions during the summer pertaining to plans and preparation for the Bicentennial, the President reached the conclusion that attention was largely focused to historical events and that insufficient attention was directed to the future. Accordingly, he approved the initiation of a Science and Technology Exposition to focus on the future, emphasizing the extraordinary creativity of this nation in science and technology with the hope that the Exposition would provide a psychological lift at home and an improved image abroad.

It is planned that the Exposition be held for three months beginning next June at the Kennedy Space Center, Cape Canaveral, Florida, Cape Canaveral is a world-recognized symbol of the remarkable achievements by this nation in science and technology. As a site, it offers many striking advantages including ample space, existing facilities and tourist attractions, and a unique relation between scientific and



technological endeavors in a surrounding natural environment of a national wildlife refuge. Plans are being made to upgrade and expand existing tourist attractions. The focus of the Exposition will be in and around geodesic dome pavilions to be constructed against the backdrop of the mammoth and impressive Vehicle Assembly Building.

The exposition will be national in scope with participation by federal agencies and industry. International participation is not planned. In view of its role in science and technology, and with the location of the Exposition at Cape Canaveral, NASA has been designated as the overall manager and lead agency with management assistance to be provided by other Government agencies.

Funding for the exposition is planned on as practical a basis as possible with minimum net costs to the federal government. The Exposition would be located in an area of high unemployment and plans are to provide \$3.0 million from the Department of Commerce Job Opportunities Program for construction of facilities. Government agency exhibits will be funded essentially from currently approved agency appropriations.



In large measure this participation will simply mean that agencies will conduct a portion of their bicentennial activities at Cape Canaveral as opposed to previously planned locations. There will, however, be some relatively minor reprogramming of individual agency budgets. Industry exhibit costs will be borne by participating companies. For the most part, actual direct operating costs will be met by either tour or admission fees with an objective of recovering as much as feasible at the original \$3.0 million initial outlays.

It is anticipated that over two million people will visit the Exposition from every state in the Union and from most foreign countries. The Exposition should serve as a major stimulus to a fuller appreciation of the benefit of sciences and technology to the quality of American life.

You will be informed periodically of plans and progress for the Exposition. Your active support and endorsement of the Exposition would be greatly appreciated.

Sincerely,



October 16, 1975

Dear Nancy:

The President, in his Cabinet meeting of September 17, placed new emphasis on the central part to be played by the U.S. Bicentennial Exposition on Science and Technology in the commemoration of our nation's 200th anniversary.

We are pleased to inform you that a special presentation on the Bicentennial Exposition will be held October 23 at the Exposition site, Cape Canaveral. We request that you designate a senior representative to attend the presentation.

The individual you designate to represent you should be prepared to discuss proposed dimensions of your participation in the Exposition. It is expected, as one result of the October 23 presentation, that your final plans for Bicentennial Exposition participation will be submitted to NASA by November 21, 1975.

NASA will transport your representative to and from Cape Canaveral on October 23. Upon receipt of the name of the individual who will represent you, Associate Deputy Administrator Crow of NASA will direct the Bicentennial Exposition staff to contact and provide the representatives concerned with all necessary details of the trip and presentation.

The President is especially encouraged by the expressions of interest in and support of the Bicentennial Exposition by the government community. We look forward to hearing of your final participation plans. Please advise Jerry Storey, Coordinator, Interagency



Participation in the U.S. Bicentennial Exposition  
on Science and Technology, 755-0816 no later than  
October 20, 1975.

Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Nancy Hanks  
Chairman  
National Endowment for the Arts  
806 15th Street, NW. (Shoreham Building)  
Washington, D.C. 20506

JOM:abh



October 16, 1975

Dear John:

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Participation in the U.S. Bicentennial Exposition  
on Science and Technology, 755-0816 no later than  
October 20, 1975.

Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable John W. Warner  
Administrator  
American Revolution Bicentennial  
Administration  
2401 E Street, NW. - Suite 7220  
Washington, D.C. 20276

JOM:abh



October 16, 1975

Dear Dan:

The President, in his Cabinet meeting of September 17, placed new emphasis on the central part to be played by the U.S. Bicentennial Exposition on Science and Technology in the commemoration of our nation's 200th anniversary.

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Participation in the U.S. Bicentennial Exposition  
on Science and Technology, 755-0816 no later than  
October 20, 1975.

Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Daniel Parker  
Administrator  
Agency for International Development  
Department of State  
Washington, D.C. 20523

JOM:abh



October 16, 1975

Dear Mr. Berman:

The President, in his Cabinet meeting of September 17, placed new emphasis on the central part to be played by the U.S. Bicentennial Exposition on Science and Technology in the commemoration of our nation's 200th anniversary.

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Participation in the U.S. Bicentennial Exposition  
on Science and Technology, 755-0816 no later than  
October 20, 1975.

Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

The Honorable Ronald S. Berman  
Chairman  
National Endowment for the Humanities  
806 15th Street, NW. (Shoreham Building)  
Washington, D.C. 20506

JOM:abh

