

MEMORANDUM

From: Al Mitchell

To: Ralph N. Stohl/James S. Triolo 11-15-63

Subj: "Presidential Planning" -- Alternates if President Kennedy should visit Richardson and SCAS campus

Ref: Contact with Richardson Chamber of Commerce manager this date. Plans 1, 2, 3 by GRCSW (dated 11-14-63)

The Richardson Chamber of Commerce manager (J. C. Buchanan) advises that the Dallas County Democratic Committee vice-chairman (Cliff Cassidy, operator of the Richardson Feed Mill) is attempting to bring President Kennedy to Richardson on November 22, either before or after the luncheon in Dallas. Obviously, I can make no estimate of the chance for success.

One point in the visit would be an appearance at the SCAS campus; another, sought by the Chamber of Commerce, would be a ground-breaking for the Chamber's new building.

On the possibility that Mr. Cassidy succeeds, our "Plans 1, 2, 3" could be modified for action at the campus.

In plan 1, President Kennedy would then present the flag from the national Capitol to Dr. Lloyd Berkner; Mr. Kennedy would make appropriate remarks in national dedication, and command the raising of the colors. Honor guard and music would be supplied. Closed-circuit TV and helicopter "courier" would be eliminated.

In plan 2, the presentation of a ship's bell or similar memento could be done directly. Obviously, the projection of film would not be included.

Plan 3 would not be appropriate to a campus visit.

The alternate idea of an instrumented balloon flight would be very appropriate, but still has the flaw of air traffic interference, as well as time and cost involved for the Raven Industries to get a balloon here and set up. Their base is Sioux Falls, S. D., although it might be possible to divert a balloon, trucks and crew from Palestine, Texas. Cost of a flight is about \$2,500, at the NCAR base in Palestine.

Another alternate -- the "mingling of solis or waters" -- mixing earths from the nation's coasts, or waters of Atlantic and Pacific, with the "Texas soil" as a symbol of national identification -- does not seem too powerful an action.



MEMORANDUM

From: Al Mitchell
To: Ralph N. Stohl 11-14-63
Subj: "Presidential Luncheon Planning"
Ref: Verbal request by Mr. James S. Triolo
Attach: Plans 1, 2, 3.

1. The attachments are provided at Mr. Triolo's request. These three plans appear most feasible, considered from the view of time required. Others, including such possibilities as the release of a large balloon carrying a cosmic ray experiment, appear to have flaws. Interference to air traffic is the flaw in this example.

2. Mr. Triolo and I understand that a Presidential representative is on hand in Dallas, and at work on details of the program. I would welcome the chance to discuss these plans and other ideas directly with him, if it can be arranged. I confess to being a bit "in the dark" on the boundaries and limits of planning actions for the President of the United States.



PRESIDENTIAL LUNCHEON
Plan #1

Al Mitchell
11-14-63

PRESIDENT GIVES FLAG TO HEAD OF GRCSW -- COLORS
FROM NATIONAL CAPITOL ARE FIRST FLOWN AT CAMPUS

- a. President Kennedy arrives at luncheon site by automobile.
- b. President gives flag that has been flown over Capitol to Dr. Lloyd Berkner at entrance to luncheon site.
- c. Dr. Berkner transfers flag to "courier" -- scientist, or presidential aide. Courier leaves by helicopter for SCAS campus.
- d. During luncheon address, President Kennedy comments on GRCSW in terms of a national dedication -- "a center of basic research and post-doctoral education of national importance."
- e. At step. d., theater TV screen behind luncheon table comes on, from SCAS campus. Shows south center of building, military honor guard, local band, "courier" and helicopter -- all drawn up at "attention".
- f. President Kennedy commands raising of colors.
- g. Courier presents colors to honor guard. Band plays National Anthem as colors are raised. Fade out.

MODIFICATIONS: 1. Steps a. and b. eliminated. Courier leaves for campus directly from Love Field (saving time).
2. Step h. added. Honor guard also hoists Texas and SCAS flags from separate, shorter flagpoles before fade out.

ESTIMATED TIME: 1 minute at entrance.
10 minutes helicopter flight. (No delay to luncheon)
2 minutes speaking and remote scene time. National Anthem should be played in full, requiring 1 minute.

PRESIDENTIAL LUNCHEON
Plan #2

Al Mitchell
11-14-63

PRESIDENT GIVES SHIP'S BELL TO HEAD OF GRCSW IN
RECOGNITION OF NAVY SERVICE AND DEDICATION OF CENTER

- a. A ship's bell is obtained and mounted on hardwood, with an engraved plate. The plate may read: (military memo form)

FROM: COMMANDING OFFICER, PT-109
TO: RADM LLOYD BERKNER, SENIOR NAVAL RESERVE OFFICER
PRESIDENT, GRADUATE RESEARCH CENTER OF THE SOUTHWEST
(GRADRESCEN)

SUBJ: RECOGNITION OF THE CENTER'S NATIONAL IMPORTANCE
IN BASIC RESEARCH AND EDUCATION BEYOND THE DOCTOR'S
DEGREE

"LET BOTH SIDES SEEK TO INVOKE THE WONDERS OF SCIENCE
INSTEAD OF ITS TERRORS. TOGETHER LET US EXPLORE THE
STARS, CONQUER THE DESERTS, ERADICATE DISEASE, TAP THE
OCEAN DEPTHS AND ENCOURAGE THE ARTS AND COMMERCE..."

YOUR PART IN THESE TASKS WILL BE A MOST IMPORTANT ONE.
MAY ALL SUCCESS COME TO YOUR SCIENTIFIC EXPLORATIONS.

DALLAS, TEXAS
22 NOVEMBER 1963

JOHN F. KENNEDY
PRESIDENT OF THE UNITED STATES

- b. During the luncheon address, President Kennedy comments on GRCSW in terms of a national dedication -- "a center of basic research and post-doctoral education of national importance."
- c. President Kennedy presents the bell to Dr. Lloyd Berkner.
- d. Dr. Berkner responds -- including a statement that he would like to show something of the Center's progress.
- e. Projectionist flashes on black and white film clip of October 29 dedication. Dr. Berkner remarks briefly as to date and nature of ceremony.

MODIFICATIONS: 1. Text of engraving may be edited!

2. Special film -- new film -- may be taken of campus and laboratories.

3. Available 35 mm. color slides may be substituted,
IF THESE CAN BE SUCCESSFULLY PROJECTED AT VERY LARGE SIZE.

ESTIMATED TIME: 2 minutes maximum. Film clip, unedited, is now 1:24 length.

MEMORANDUM

From: Al Mitchell
To: Jim Triolo 11-14-63
Subj: Presidential "Action" for Nov. 22 Luncheon

We could prepare a presentation piece for President Kennedy; it would appear as a gift from the President to Dr. Lloyd Berkner, to be given during the luncheon.

The form would be a ship's bell, mounted on hardwood, with an engraved plate. Engraving something like:

FROM COMMANDING OFFICER, PT-109, TO
RADM LLOYD V. BERKNER, USNR
PRESIDENT, GRADUATE RESEARCH CENTER OF THE SOUTHWEST
IN RECOGNITION OF THE CENTER'S NATIONAL IMPORTANCE
AS A PLACE FOR BASIC RESEARCH AND EDUCATION
BEYOND THE DOCTOR'S DEGREE IN SCIENCE

DALLAS, TEXAS NOVEMBER 22, 1963

"Let both sides seek to invoke the wonders of science instead of its terrors. Together let us explore the ~~secrets~~ stars, conquer the deserts, eradicate disease, tap the ocean depths and encourage the arts and commerce..."

JOHN F. KENNEDY
PRESIDENT OF THE UNITED STATES

Identification of the Center would be furthered by projecting the film clip of the October 29 dedication on a large screen (1:24 length). This could be done by Dr. Berkner's "command". ... "I'd like to show you, Mr. President, a high point in our progress..."

Alternates would be the showing of a special film, which would have to be made, of construction work; or the "closed circuit TV" showing of campus scenes (expensive, involved, etc., as compared to the film presentation.) An alternate to the film would be our slides of campus scenes, but there might be projection problems; the slides are 35 mm.

From the desk of:

ALFRED T. MITCHELL

JST

I've made assumption here
that you will receive an
invitation from JEJ.

This action is only to
guarantee that we keep the
photo/slide record complete,
per my direct instructions
from LVB.

I assume there'll be lots
of pictures made by others!
But I don't believe we dare
not to cover ourselves in
the normal fashion.



(Graduate Research Center of the Southwest)

November 14, 1963

Mr. Felix R. McKnight
Executive Editor
The Dallas Times Herald
Herald Square
Dallas, Texas

Dear Mr. McKnight:

Referring to my telephone request of this date, I would appreciate the issue of press credentials to myself, as Director of Information, Graduate Research Center of the Southwest, and to our official photographer.

These may be addressed to:

Mr. Fred Conger
Conger Studio
202 East Main Street
Richardson, Texas 75080

Mr. Al Mitchell
Graduate Research Center of the Southwest
Box 8478
Dallas, Texas 75205

Bob Fenley of your city room staff -- who has done a fine job from our viewpoint during the past year -- advised me of your "assignment" in the matter of issuing press credentials for the Presidential appearance of November 22.

With sincere thanks,

Alfred T. Mitchell
Director, Public Information

PRESIDENTIAL LUNCHEON
Plan #3

Al Mitchell
11-14-63

PRESIDENT COMMENTS FAVORABLY ON GRADUATE RESEARCH CENTER
OF THE SOUTHWEST -- TV AUDIENCE SEES CAMPUS PHOTOS AS INSET

- a. President Kennedy comments favorably on the Graduate Research Center of the Southwest as a "center of basic research and post-doctoral education of national importance," during his address.
- b. As the President speaks, and with assumption that TV broadcasts and/or recordings are being made, the 1:24 length film clip (see plan 2) is used as an inset, to appear on TV screens only.

MODIFICATIONS: Model of laboratory building and SCAS campus may be placed on display at luncheon.

ESTIMATED TIME: 1:24, based on unedited length of film clip.

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PRESIDENTIAL DEDICATION

FIRST PLANNING 11-12-63

"THEME OUTLINE"

President Kennedy arrives at Trade Mart by automobile.

Lloyd Berkner receives flag that has been flown over Capitol.

LVB transfers flag to presidential representative, who can be scientist or military aide.

Presidential representative boards waiting helicopter, proceeds to SCAS campus.

--Luncheon program progresses--
to appropriate point in JFK
address, allowing time for
representative to fly in--

JFK commands raising of colors at campus via voice circuit from Trade Mart. Theater TV screen brings following ceremonies to Trade Mart, including sound. TV control/director is located at Trade Mart. Representative presents colors to military honor guard, at "doorway" area. on taller, center flagpole of three. Guard raises colors/ Band plays National Anthem. Rifle salutes.

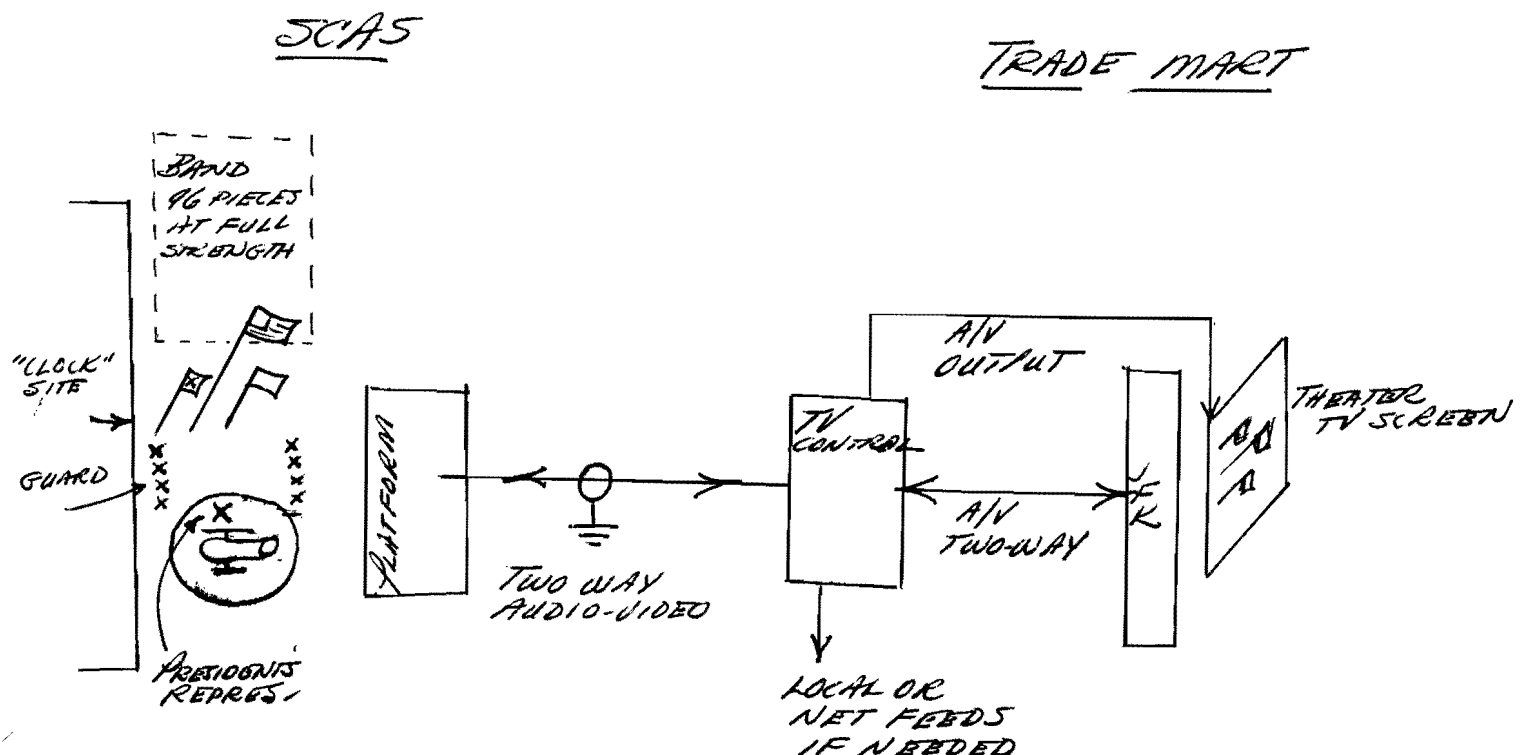
Guard unit already has on hand Texas flag and SCAS flag. Guard raises Texas flag and SCAS flag at same time, on shorter staffs. Band plays "Eyes of Texas".

JFK makes remarks of dedication. Theater TV screen at Trade Mart continues display of flags, building site, until close. Director cuts at appropriate point.

"ENGINEERING REQUIREMENTS/LOGISTICS"

<u>Item</u>	<u>Possible Source or Assignment</u>
TV Camera at SCAS site	SW Bell
Parabolic microphone(s)	SW Bell
Coax circuit from SCAS to Trade Mart (Two-way, audio-video)	SW Bell
Platform at south side of site	Swank/Forrest and Cotten/ <u>Frank Seay</u>
Three flagpoles, two equal height at sides, higher pole in center	Frank Seay
Marker plate on center pole -- "First display of colors made in national dedication of SCAS; colors presented by JFK"	Al Mitchell
Military honor guard	Commandant, NAS Dallas
Band	Richardson High School/Bill Passmore
Helicopter	Bell Helicopter
Flag previously flown over Capitol	JFK
President's representative	JFK
TV Control center at Trade Mart	SW Bell
TV director	SW Bell
Theater TV screen behind speakers	SW Bell
Cameras, audio-video circuits for SCAS connection	SW Bell
Other Trade Mart circuits needed for locals and possible net feed	SW Bell

"SCHEMATIC"



Remote TV -- Campus to ~~the~~ Trade Mart
by coax - "Theatre" TV (it Network feeds)

TV at Campus
TV at Trade Mart - Network feeds
Cable both to sound in film

Suggested actions:

JFK operates "presidential telegraph key" -

- ① the gold-suggest key - to ignite smoke flares on the outline of the building
(traditional action) (display)

Film required
(fireworks)

- ② Key ~~is~~ used to set off ground mortars

JFK uses voice communication to his representative - (Weisner, if possible) ^{or military aide} - to command a colors ceremony.

Flag ~~from~~ ^{"flown from Capital"} ~~White House~~

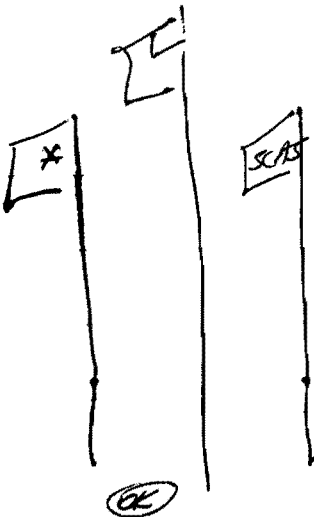
Military guard of honor - NAS

Texas flag - second 3rd

Scars banner on ~~stand~~ ^{honor} - 3 poles

Band - National Anthem - Polka Segues

Voice system is "relayed to"



Telstar, "back to campus - all circuits
(Could sub two-way TV)

Simpler All at Trademart
(Not "punchy") → Present flag to LVB
(Have model of campus + Kelly)
(Have pre-recorded site shots
JEG/LVB etc., on film
or tape.)

Jed/OK/sec Tues noon)