

MEMORANDUM

December 17, 1965

TO: JST

COPY: ATM

FROM: RTL

SUBJECT: Pre-planning for GRC Fifth Anniversary (February 1966)

Our fifth anniversary presents a good opportunity to emphasize some normal events and to generate other events which can be exploited to publicize the Center to gain wider recognition and aid our overall fund raising efforts. Fortunately, February 14 (charter signing day) falls on a Monday, which gives us the advantage of being able to celebrate an ANNIVERSARY WEEK.

Listed below are several events which can be used to generate favorable publicity for the Center. I have divided these into three groups: 1) Center Controlled, 2) Center Influenced, 3) Possible Situations:

CENTER CONTROLLED

- a. 5th Anniversary Open House. Invite all donors to attend celebration in their honor.
- b. Special dinner (either noon or evening) to honor large contributors. This could be the kickoff for Patrons of Science.
- c. Invite nationally known figure in science, education or research to be keynote speaker at open house ceremonies.
- d. Delay announcement of Land Development Program so it will fall during anniversary week.

CENTER INFLUENCED

- a. NASA participation - invite Elliot See (from Dallas) or other Astronaut to participate in program. Because ^{of} NASA work at the Center, we could ask them to provide a large outdoor display to draw a crowd. Also, GRC could help NASA sponsor a college or high school science seminar in Dallas. Might tie in with Collins because of their equipment on board Gemini flights. (Also explore tie in with LTV, Bell, TI, General Dynamics, etc.)
- b. TAGER educational seminar or national conference. Might get key figure from Ford Foundation or from Department HEW to chair this meeting in conjunction with GRC Week.

(MORE)

- c. First meeting of our National Corporations Committee with representatives from all over the U. S. brought to the Center.
- d. Call a special joint meeting of Trustees and Advisory Council to meet at Center along with principals from all TAGER institutions. Could schedule announcement of new TAGER headquarters or announce GRC association with Texas A&M or Arlington State.

POSSIBLE SITUATIONS

- a. Announce contracts for Center's second building, second building ground breaking, or presentation of grant for second building from both private donor and matching Government agency.
- b. Schedule presentation and acceptance of a possible major contribution to the Center during Anniversary Week. We might get a break through some wealthy individual or large National foundation.
- c. Work up a cooperative "Technology Park Ground Breaking Day." Set up situation so that there could be ground breaking ceremonies by Anderson-Clayton, WESTCO, LTV, GRC, Atlantic all on the same day at hourly intervals. That event would be worth some publicity! Or, have a new ground breaking every day for a week.
- d. Invite participation of all Texas Ex-Patriates. Might even get a plane load of Texas movie and TV stars to come to town with their donations.
- e. Governor's proclamation - GRC Week in Texas.
- f. Joint proclamation by mayors of Richardson, Dallas, Plano, Renner, Wyley, Denton, Fort Worth, McKinney, Garland, Arlington, etc. -- GRC Week in North Texas.
- g. Might even be able to announce Dallas-Fort Worth as site selected for super accelerator.
- h. Convention Bureau of Dallas Chamber of Commerce lists the following conventions during week of February 13-20:

National Convention Menswear Retailers	6000 attendance
American Protestant Hospital Association	
Methodist Hospitals and Homes	1500 "
American Management Association	500 "
Institute of Management Sciences	350 "
American Association Oil Well Drilling	500 "

We might be able to gain access to one or more of these convention meetings to supply speaker or offer tour to the Center.