To: Myron E. Ullman, III  
Andris Priede

From: Mary Jeanne Klyn

Since I can't meet with you on Wednesday due to the Senate Finance Hearings, this memo will serve as a follow-up of my informal comments to you regarding the upcoming press conference on the occasion of the 10th Anniversary of Neil Armstrong's moon walk. By way of background, Al mentioned the conference to me several weeks ago but I was unaware of the scope of it until I read Tim Graham's article about Al's global responses. When I subsequently discussed details with Al and found it had been booked in a room at TUC with no arrangements for refreshments, special telephones, transportation and the attendant hospitality due to the stature of the guests, occasion, and Professor Armstrong, I asked that it be moved to the Faculty Club into a more relaxed, effective and controlled environment. Al has made arrangements and is working with Marge to do this.

Thank you for responding to my request for a meeting and help. Since I'm not there, this memo will serve as the format for the meeting and will provide my comments as if I were present. Joyce Endejann will represent me and help in any and all ways she can.

Let's remove the negative before proceeding:

1) The date selected should have been cleared -- it wasn't, so what we have is an important occasion when the President is out of the City, the day after graduation, and we will probably have a somewhat littered and deserted campus. That doesn't make for any good national photos to appear on network television. Having handled many events of this nature for twenty years, I can tell you as a lead in to the conference they will probably take photos of UC and its campus in order to place the audience in the current environment of the astronaut. I would expect they will ask him "why U.C.?” And that they might question faculty, students and campus people about him. We run a real risk, broad and harmful publicity if this conference is not done in a thoughtful manner which the occasion merits and the guests anticipate.

2) We must consider as well the reaction to this in the light of NASA and President Carter's reaction to our scooping our national celebration by one month.
Having stated the problem, here are my thoughts.

The event should be held in the Faculty Club -- the idea of the Library is OK, Mike, but the media have already received a change of location notice from TUC to the Faculty Club and they would really hop on another change. Also, the Library is not the environment that will make media comfortable -- it is overpowering and does not have the coziness and facilities needed for our purposes.

Neil had mentioned to me that he had received several hundred letters from national and international publications, wire services, and newspapers requesting interviews on the 10th Anniversary. First on the agenda should be Al sharing the background of how the original request came to be a University press conference. You may want to review together the contents of the request, the first letter he sent out, the second letter of correction, and the number of acceptances to date. This will give all of us a more exact idea of who we are dealing with, whether we have a large number, small number, or whether they are of the highest caliber as a Cronkite or a Jules Bergman. We must treat the news conference as a prestigious, historical event.

Arrangements:

Al is working with Marge on the Faculty Club arrangements. Joyce will help as well, especially since Al is out of the city until the day of the event. We will set up the reception committee of several of the people in the lobby of the Club. All guests upon arrival will be sent to the bar area for coffee and refreshments and casual conversation. They will be alerted that the basement area has telephones (which we must install), typewriters, pool tables, restrooms available -- whatever their needs. This period will be relaxing and will enable the Club staff to set up the upstairs after the luncheon hour.

The heavy responsibility is Mike Ullman's. We have to ask you, Mike, for assistance in parking, special telephones, transportation, physical plant and appearance of the University, and even the Print Shop. I'm asking Joyce to work with Public Information in assembling University background materials (especially on the College of Engineering), to print up special scratch pads and other materials for the occasion. She can purchase U.C. pens for their use and perhaps other thoughtful but inexpensive gestures. Remember, gentlemen, we're in the big leagues -- every detail has to be worthy of the historical significance of that day. In essence, our University has invited the media to scoop the world on what Neil Armstrong thinks ten years after the moon walk. The skill in which we handle this will determine the respect both Neil and the University receives. I don't mind telling you I'm a bit nervous about it.
If there are out-of-town guests there is no question that we must offer transportation or housing -- because we invited them! I'm sure there are other details you will want to discuss and perhaps you will want to invite others to our committee meeting. I can only thank you for your help and let you know that I will do all that you assign me and will pick up on the details when I return from Columbus.

MJK: mh

CC: Al Kuettner

Dictated, not read.