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THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

NASA

Date: September 4, 1976

Time:

FOR ACTION:

cc (for information):

Phil Buchen
Jim Cannon
Jim Lynn

Jack Marsh
Dave Gergen
Guy Stever

Brent Scowcroft

FROM THE STAFF SECRETARY

DUE: Date: Tuesday, 9/7/76

Time: k 10 A. M.

SUBJECT:

Bill Gorog's memorandum re Naming the
Space Shuttle

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

I concur.

P.W.B.

Philip W. Buchen
Counsel to the President



PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate
delay in submitting the required material, please
telephone the Staff Secretary immediately.

Jim Connor
For the President

THE WHITE HOUSE
WASHINGTON

September 3, 1976

DECISION

MEMORANDUM FOR THE PRESIDENT
FROM: WILLIAM F. GOROG *WFG*
SUBJECT: Naming the Space Shuttle

Next Wednesday you will meet with Dr. James Fletcher of NASA for a substantive meeting at which time you will be presented with a mock-up of the space shuttle, the full scale version of which will be rolled out in California later this month. NASA has not announced a name as of yet for the shuttle, and they are holding this announcement until your meeting with Fletcher.

Dr. Fletcher is not adverse to the name "Enterprise" for the space shuttle, and I suggest that you ask that it be so named for the following reasons:

- o NASA has received hundreds of thousands of letters from the space-oriented "Star Trek" group asking that the name "Enterprise" be given to the craft. This group comprises millions of individuals who are deeply interested in our space program.
- o The name "Enterprise" is tied in with the system on which the Nation's economic structure is built.
- o Use of the name would provide a substantial human interest appeal to the rollout ceremonies scheduled for this month in California, where the aeronautical industry is of vital importance.

In short, this situation could provide the same public interest as the CB radio provided for Mrs. Ford.

Your approval is sought to have NASA use the name "Enterprise" on the space shuttle.

Approve _____

Disapprove _____

