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THE WHITE HOUSE

WASHINGTON

Aug. 26

9:30 a.m.

Mr. Hartmann:

Nancy Hanks (382-6361) called.

Her problem is one of severe  
timing---One week from tomorrow.

8 new Council members she has to  
get them into town next week.

If the White House isn't going to  
do something, she will have to  
do something on her own.

Please call at your earliest con-  
venience.

Neta

8/26  
RTH spoke  
w/ her  
on phone  
mm

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 19, 1974

TO: ROBERT HARTMANN  
COUNSELLOR TO THE PRESIDENT

FROM: LEN GARMENT

SUBJECT: NEA Council Meeting September 3-5, 1974

Both Nancy Hanks and I would appreciate any help you (perhaps through Warren Rustand) would be willing to give us on the attached. Nancy is anxious to make it something with which the President and Mrs. Ford could identify and from which the Administration would benefit, as well, of course, as being useful to the Arts Endowment. She informs me she has spoken to Al Quie about it and that he is enthusiastic. The problem is with the timing , i. e. September 3-5.

encl.

August 13, 1974

MEMORANDUM FOR:

DAVE PARKER

FROM:

LEONARD GARMENT

SUBJECT:

NATIONAL ENDOWMENT FOR THE  
ARTS COUNCIL MEETING SEPTEMBER  
3-4-5, 1974

As you will note from the attached, Nancy Hanks has some suggestions for possible Presidential involvement in the meeting of her Council in September. I would think the President would want to do this; and of the various options for his participation that Nancy offers, the reception with past and present Council members prior to the performance at the Kennedy Center would be the "schmaltziest" and easiest to handle. Mrs. Ford would obviously be interested in participating in view of her well known interest in the arts.

Would you give me a call on this, please.

Attachment

NATIONAL  
ENDOWMENT  
FOR  
THE ARTS


WASHINGTON  
D.C. 20506



A Federal agency advised by the  
National Council on the Arts

MEMORANDUM

To: Leonard Garment

From: Nancy Hanks   
Chairman, National Endowment for the Arts

Subject: Items of Possible Interest to the President

Date: August 12, 1974

Facts

Public Law 88-579 was signed on September 3, 1964, establishing the National Council on the Arts. (The Arts and Humanities Endowments were established in September, 1965.)

September 3, 4, 5, 1974, there will be the 36th meeting of the Council in Washington, D.C. All present and former members have been invited. The attendance, to date, is indicated on an attached list and is very impressive. Eight new Council members will be sworn in on the occasion (see note below).

The plans for the meeting are being worked out with Congressional members. However, they are tentative and, of course, can be changed.

Question

Would you consider Presidential involvement? We would need to know soonest.

Points to Consider

An opportunity to recognize creativity, environment, beauty, the spirit of a nation as expressed through the arts.

An occasion of happiness and joy (not frivolity). People are so tired of gloom and despondency. i.e., "Life, Liberty . . . and the pursuit of happiness." Informal, no "elite" "black-tie" atmosphere.

Top talent in the nation will be present.

Top Congressional, bi-partisan, participation possible, if Congress is in session on the 4th.

#### Possible Alternatives

White House occasion--luncheon, dinner. Entertainment by Council members.

Attendance at tentatively planned reception on September 3 (very informal at Endowment new offices in Columbia Plaza).

Attendance, September 4, at an informal reception at Kennedy Center followed by performance of Mack and Mabel (new Merrick musical which I am assured is "suitable").

Either of these could be changed, if White House occasion desired.

Swearing-in of new Council members at White House.

#### New Council Members

The eight selected had the strong endorsement of Michael Straight and myself. They are all top flight and the appointments will be warmly applauded. They will be among the first the President makes.

I am assuming these appointments will go ahead. Please advise the President that everyone thinks it is a superb slate. The names follow:

ENDOWMENT  
FOR  
THE ARTS

U.L. 20506

A Federal agency advised by the  
National Council on the Arts



TENTATIVE

August 12, 1974

1974 APPOINTMENTS TO THE NATIONAL COUNCIL ON THE ARTS

Angus L. Bowmer  
Educator, Theatrical Producer

Ashland, Oregon

Van Cliburn  
Concert Pianist

Shreveport, Louisiana

Jerome Robbins  
Choreographer

New York City

Thomas Schippers  
Conductor

Cincinnati, Ohio

Gunther Schuller  
Composer, Musician, Educator

Newton Centre, Massachusetts

George C. Seybolt  
Corporate Executive, Museum  
Official

Dedham, Massachusetts

Harry Weese  
Architect

Chicago, Illinois

Dolores Wharton  
Author, Arts Patron, Collector

East Lansing, Michigan



NATIONAL COUNCIL ON THE ARTS  
MEETING

Sheraton Carlton Hotel  
September 3, 4, 5, 1974

COUNCIL MEMBERS

Maurice Abravanel  
Richard Brown  
Jean Dalrymple  
Kenneth Dayton  
Charles Fames  
O'Neil Ford  
Henry Cauthen  
Richard Hunt  
Judith Jamison  
James Earl Jones  
Charles McWhorter  
Robert Merrill

Nancy Hanks, Chairman

James Robertson  
Gregory Peck ?  
Rosalind Russell  
Rudolf Serkin  
Beverly Sills ?  
Billy Taylor  
Edward Villella  
E. Leland Webber  
Eudora Welty  
James Wyeth  
Anne Potter Wilson

No: Eastwood, Wise (filming)

NEW COUNCIL

FORMER COUNCIL

Marian Anderson  
Elizabeth Ashley  
Anthony Bliss  
Albert Bush-Brown  
Robert Berks ?  
Agnes deMille  
Paul Engle  
Lawrence Halprin  
R. Philip Hanes  
Rev. Gilbert Hartke  
Huntington Hartford ?  
Eleanor Lambert

No: Heston, R.C. Johnson,  
Rodgers, Bernstein

Roger L. Stevens, Former Chairma

Jimilu Mason ?  
Oliver Smith  
George Stevens, Sr.  
Donald Weismann  
Nancy White  
Otto Wittmann  
Minoru Yamasaki ?  
Stanley Young  
Isaac Stern ?  
William Pereira ?

Still to be heard from:

Brinkley, Hayes, Lee, Poitier  
Sweeney

Nancy Hanks  
National Endowment for the Arts  
August 23, 1974

PROPOSED AGENDA

Meeting with Robert Hartmann  
August 23, 1974

1. Eight New Council Members (Attachment A)

We understand that the names have been cleared, that all have agreed to serve. We hope for earliest possible public announcement. Draft press release has been submitted and is attached.

Suberb list. Council members need swearing-in. Would President want to do? Could be done anytime afternoon September 3 or morning September 4. Would be best to be "fivish" September 3 at Sheraton Carlton, where Council will be meeting, and where there will already be television and filming. But, not necessary; however need to know.

2. Possible Participation (Attachments B and C)

A memorandum concerning scheduling was sent to Dave Parker by Leonard Garment on August 13. You have a Copy. Attachment B is a list of attendance as of August 23; it is a who's who in the arts. Attachment C gives further thought concerning possibilities if the President wished to consider them for September.

Tuesday, September 3

White House dinner --  
featuring crafts and  
folk arts

Blair House dinner

Wednesday, September 4

Attendance Kennedy  
Center reception and  
performance  
Mack & Mabel

August 23, 1974

3. Bicentennial -- Arts Endowment (Attachment D)

The Council committee and staff will recommend two major initiatives to the Council at September meeting that just happen to be right in line with President's thinking. (Money already in FY 1975 budget; increase -- but presumably not significant -- will be requested by the agency for FY 1976 and FY 1977 to take us through the bicentennial year in these two programs.)

In brief:

I. "City Spirit" - a national program designed to focus on "the arts are an expression of a community's spirit." Thrust is to involve all elements of the community and all people.

II. Bicentennial Media - a multifaceted program that would produce films for broadcast on both local and national television that would provide a panoramic picture of the arts in America today, highlighting the special cultural heritage, activities and achievements of states and regions.

Two possibilities for Presidential involvement:

1. President meet briefly before Council with such as Robert Wise (on location so would be a problem) Billy Taylor, Lawrence Halprin, Michael Straight and me. We would briefly describe programs, which I know he will like, and he would send us off to the Council meeting with his encouragement.

2. The President could be advised of Council recommendation on the program and he could send a letter to us expressing his delight. (Excerpt from letter could be quoted on City Spirit poster.)

August 23, 1974

4. Presidential Letter on Federal Design (Attachment E)

The letter is apparently in the speechwriting department. Need to expedite because want to get Presidential initiative in the program -- via slide presentation and in Rogers Morton keynote speech.

Also note the attached Christian Science Monitor article, which applies to this and to other areas of concern of this Agenda.

Nancy Hanks  
National Endowment for the Arts  
August 23, 1974

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NATIONAL  
ENDOWMENT  
FOR  
THE ARTS

WASHINGTON  
D.C. 20506



A Federal agency advised by the  
National Council on the Arts

To: Eleanor Connors

August 20, 1974

From: Nancy Hanks

We decided that it might be helpful to the White House to draft up a press release on the Council appointments. We believe President Ford might also wish to make a statement via his press secretary to the effect:

As the National Council on the Arts begins its second decade of service to this nation, it gives me great pleasure to appoint eight new members. While the membership, very properly, rotates, the Council, as a body, has had unchanging dedication to quality, and unswerving imagination in developing policies that will bring cultural benefits to all our people. We should all be grateful to the men and women who over the past ten years have helped this country develop a sound cultural policy. It is my personal pleasure to know many of the present members of this hard-working Council and I am certain the new group will help it carry forward in a great tradition of wise counsel and spirited advice.





FOR IMMEDIATE RELEASE

AUGUST --, 1974

Office of the White House Press Secretary

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THE WHITE HOUSE

The appointment of eight persons to the National Council on the Arts was announced today by the President. Appointments are for six years, ending September 3, 1980.

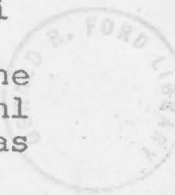
The new members of the Council are:

Angus L. Bowmer, of Ashland, Ore., educator and theatrical producer. Mr. Bowmer served as Professor of Theater at Southern Oregon College for four decades and was the founder and producing director of the Oregon Shakespearean Festival. As an actor, he performed 32 Shakespearean roles in 43 separate stagings.

Van Cliburn, of Shreveport, La., concert pianist. Winner of first prize in the International Tschaikovsky Piano Competition in Moscow in 1958, Mr. Cliburn has since established himself in the front rank of virtuoso musicians. He makes regular worldwide concert tours.

Jerome Robbins, of New York City, choreographer. Associate Artistic Director and a Ballet Master for the New York City Ballet, Mr. Robbins has choreographed some of the best-known American ballets and Broadway plays of the last 30 years. His musicals include "West Side Story," "Gypsy," and "Fiddler on the Roof."

Thomas Schippers, of Cincinnati, Ohio, conductor. Mr. Schippers is Music Director of the Cincinnati Symphony. A child prodigy pianist, he has given concerts and conducted major orchestras around the world. He conducted the NBC-TV premiere of "Amahl and the Night Visitors" in 1951 and since 1958 has served as Music Director of the Festival of Two Worlds, in Spoleto, Italy.



Gunther Schuller, of Newton Centre, Mass., composer and music educator: Since 1965, he has been Artistic Director of the Berkshire Music Festival and since 1967 President of the New England Conservatory. In addition to being an instrumental soloist and classical composer, Mr. Schuller has promoted American jazz. In this connection, he has had a key role in the revival of ragtime music.

George C. Seybolt, of Dedham, Mass., corporate executive and museum official. President of the William Underwood Co., a food-processing firm of Watertown, Mass., Mr. Seybolt has served as President of the Board of Trustees of the Boston Museum of Fine Arts, Chairman of the Boston Economic Development and Industrial Corporation, and as a member of numerous other business and cultural committees, including the national Business Committee for the Arts. Mr. Seybolt is Chairman of the Trustees Committee of the American Association of Museums.

Harry M. Weese, of Evanston, Ill., architect. Founder of Harry Weese & Associates, Ltd., of Chicago, Mr. Weese's principal works are the United States Embassy in Accra, Ghana; Arena Stage, in Washington, D.C.; the Milwaukee Center for the Performing Arts; the Time-Life Building, in Chicago; and the Metro rapid transit system now being built in Washington, D.C. He has won numerous major architectural awards and has served on many public service panels, including the Federal Architecture Task Force.

Dolores Wharton, of East Lansing, Mich., author, arts patron, art collector. A former resident of Malaysia, Mrs. Wharton is the author of the book "Contemporary Artists of Malaysia: A Biographic Survey." Since 1970, when her husband, Clifton R. Wharton Jr., assumed the presidency of Michigan State University, Mrs. Wharton has been active in the arts in Michigan and nationally. She has served on the Michigan Council on the Arts, the Michigan Bicentennial Commission, the Governor's Special Commission on Architecture, and the Bicentennial Committee of the National Council on the Arts.



The appointees replace Council members Jean Dalrymple, theatrical director; O'Neil Ford, architect; Richard Hunt, sculptor; Robert Merrill, opera singer; Gregory Peck, actor and producer; Rudolf Serkin, concert pianist; and Edward Villella, dancer. The outgoing Council members' terms conclude September 3, 1974, and, by law, they could not be reappointed.

The eighth Council member with a term ending in 1974 was Duke Ellington, the bandleader and composer, who died on May 24th of this year.

The National Council on the Arts is a Presidentially appointed body of 26 distinguished citizens recognized for their broad knowledge, or for their profound interest and expertise, in the arts. Nancy Hanks serves as Chairman. The Council advises the National Endowment for the Arts on making the arts more widely available to millions of Americans, preserving our cultural heritage, strengthening cultural organizations, and encouraging the creative development of the nation's finest talent. These aims are accomplished in part by awarding grants to individuals, to state and regional arts agencies, and to other nonprofit, tax-exempt organizations in a variety of cultural fields.

NATIONAL COUNCIL ON THE ARTS  
September 3,4,5, 1974

Total probable attendance as of August 23, 1974:      48      Council  
    32      Spouses

Present Council:      21      +      15      Spouses

Maurice Abravanel	Robert Merrill
Richard Brown	James Robertson
Jean Dalrymple	*Gregory Peck
Kenneth Dayton	Rosalind Russell
Charles Eames	*Beverly Sills
O'Neil Ford	Billy Taylor
Henry Cauthen	Edward Villella
Richard Hunt	E. Leland Webber
Judith Jamison	James Wyeth
James Earl Jones	Anne Potter Wilson
Charles McWhorter	

Former Council:      19      +      13      Spouses

Marian Anderson	Eleanor Lambert
Elizabeth Ashley	Oliver Smith
Anthony Bliss	George Stevens, Sr.
Albert Bush-Brown	Nancy White
Robert Berks	Otto Wittmann
Agnes deMille	*Minoru Yamasaki
Paul Engle	Stanley Young
Lawrence Halprin	*Isaac Stern
R. Philip Hanes	*William Pereira
Rev. Gilbert Hartke	

New Council:      8      +      4      Spouses

No idea of attendance. Invitations have not been extended.

Not Coming (But might change schedule with Presidential Invitation):

Present Council:      4

Clint Eastwood	Eudora Welty
Rudolf Serkin	Robert Wise

Former Council:      14

Leonard Bernstein	Ruth Carter Johnson
David Brinkley	**Harper Lee
Richard C. Diebenkorn	Jimilu Mason
Ralph Ellison	Sidney Poitier
Huntington Hartford	Richard Rodgers
**Helen Hayes	**James Johnson Sweeney
Charlton Heston	Donald Weismann

\* Tentative, pending scheduling problems.

\*\* Not yet heard from.

September 3 (Alternative I)

Dinner: White House

Attendance: National Council on the Arts and spouses  
Selected Senators and wives (House in recess)  
Other guests

Rationale: As we move into the Bicentennial year, there is growing interest in the crafts and folk arts. The National Council on the Arts is enthusiastic about the growing interest in these arts. The Arts Endowment established a crafts program last year; one in folk arts this year. As a further indication of this interest, there is a folklife bill in the Congress with 60 co-sponsors in the Senate and 200 in the House. The main purpose of the bill is to establish a folklife center in the Library of Congress.

Decoration: Craft Exhibit: We could set up an appropriate crafts exhibit on the first floor for viewing as guests enter. As a part of the decor, beautiful quilts could be hung up on flag standards to line the way from the East Room to Dining Room.

Incidental  
Music:

Mariachi music for drinking (3 or 4 players)

Fife and drum group (3 players). Function: to lead guests from one area to another, such as:

- 1) If drinking and gathering in the garden, fife and drum group leads guests to portico and foyer, where crafts exhibit is located;
- 2) group also leads guests to Dining Room and later from Dining Room to East Room.

Program: Three American Musical Traditions. The programs could offer a rich variety of regional folk-music styles, using carefully selected traditional musicians whose performances are both authentic and entertaining. To our knowledge no such program has been presented in recent years at the White House. For a twenty-minute

Program  
(Cont.)

program we would suggest three groups, such as the following:

1) Black:

- a) Odetta;
- b) Eubie Blake;
- c) Marion Williams (gospel);
- d) Johnny Shines (blues) from Chicago;

2) French-Cajun: Balfa Brothers, Basile, La., one or two fiddles, accordion and guitar;

3) White:

- a) Bluegrass: Ralph Stanley & Clinch Mountain Boys (S.W. Va.), guitar, banjo, fiddle, mandolin, bass; perform regularly in Michigan;
- b) Michigan Hammered Dulcimer Society
- c) Irish fiddlers from New York
- d) Old-time string music: Tommy Jarrell and Fred Cockerham (fiddle and banjo) from Mt. Airy, N.C.

Grand Finale: Socializing and Dancing: For dancing afterwards, if desired, it would be very appropriate to have Mercer Ellington's Band, as the Duke was a member of the Council at the time of his death.

September 3, 1974 (Alternative 2)

An alternative to a White House dinner would be a Blair House buffet. This would give official recognition of the importance of the occasion, but need not involve the President. Who could host? A Presidential counsellor; or a Cabinet officer -- Morton or Kissinger?

September 4, 1974

Attached is the invitation to the Kennedy Center reception and to the performance of Mack & Mabel. Some 250-300 guests will attend the reception and the performance.

RECOMMENDATIONS TO BE PRESENTED SEPTEMBER 3 OR 4  
TO THE NATIONAL COUNCIL ON THE ARTS  
BICENTENNIAL

---

- I. "City Spirit." The Council Committee recommends that the Endowment initiate a program to encourage and assist cultural institutions and art groups, professional and non-professional artists, local government officials, business, labor, educational and civic organizations, the media, and other interested people or groups to come together on a community-wide basis in activities which will make the arts a more vital part of everyday life in towns and neighborhoods and cities of all sizes in all parts of the country.

The Committee has taken "City Spirit" as a tentative, working title for the proposed program. This title, more than others considered, reflects the goals of the program. At the same time it is intended to build on the momentum of municipal interest generated by one of the Endowment's more successful initiatives, the City Edges/Options program. As in this latter, the word "city" will be flexibly interpreted to connote not only cities, but towns, neighborhoods, and regional groupings as well.

The City Spirit program would focus attention on a general problem area and challenge each community to look at itself in terms of that problem and to propose creative local solutions based on local needs, ideas and resources. Depending on the local plans and circumstances Endowment assistance could take a wide variety of forms, ranging from technical assistance, or the funding of a team of planner/consultants, to funds for program activities undertaken jointly by cultural institutions and artists, community groups, public agencies and others.



The City Spirit program, criteria and procedures would be announced through distribution of a poster (a la City Options) and in published guidelines. Applications would be widely solicited to stimulate many cities to concentrate on the potential of involving the arts in the lives of all people.

Applications would be screened by regional committees and a national panel. Grant amounts would undoubtedly vary widely, up to a maximum of \$50,000, though most would be for less. Applicants funded in FY 1975 would be eligible to apply again for FY 1976 funding. We have tentatively budgeted \$2,000,000 for this program in FY 1975 and \$3,000,000 in FY 1976.

II. A Bicentennial Media Program. The second of the Committee's recommendations is that the Endowment, in pursuit of its Bicentennial objective "to increase awareness and appreciation of American creativity and achievement in all the arts," arrange for the production and distribution of the following:

1. Films made by state or regional arts agencies, each highlighting the special cultural heritage, activities and achievements of a particular state or region. Showing of these films on local television would be encouraged, and state arts agencies would be likely to put them to many other uses as well. In addition, the footage could be used in part in making a major national film on the arts in America.

The response has been enthusiastic. Forty states in two weeks have recommended subjects that include:

- Arizona: Architectural survey from statehood to Gonzales
- Arkansas: Vanishing Arkansas landmarks and history of knife-making
- Georgia: Folk Arts
- South Carolina: Historical aspects of a river
- Idaho: Indian art

- Illinois: History of Chicago Architecture,  
plus railroads as community resources
- Iowa: Impact of Iowa artists
- Louisiana: 18th century houses; jazz
- Texas: Arts reflect Texas life

2. A major film, or films for broadcast on national television, that would provide a panoramic picture of the arts in America today. It could include footage from a variety of existing films, the state films proposed above, the film on American song (discussed in 3 below); new footage covering "City Spirit" projects as they take shape, and other new material filmed on location in all parts of the country.

The material could include performance or other presentation of art works, rehearsals or other aspects of the development of art by the artists; the lives, personalities and thoughts of artists, both as artists and as people; the linkages between different forms of art and between so called "high art" and the wealth of folk arts and crafts, the ties between artists and their communities, between established and aspiring artists, between professional and non-professional, between artist and public; the place of all the arts in the everyday life of people and communities in a wide variety of settings throughout the country. Etc.

3. A 60-minute film on American song. Some of the ideas to be conveyed in the film:

- the diversity of song
- what song has meant to our nation -- songs of peace, of faith, of love, of nature, of war, of country.
- the origin of song -- i.e., what is thought to be "ethnic" and its development into song of all people.

Examples of possible coverage include:

- hymns in an old Southern Baptist Church  
(a possibility would be the "King church"  
in Atlanta or the big one in Dallas or  
Nashville). (Other religions.)
  - Robert Shaw leading a group with the Atlanta  
Symphony (and also leading one in one of the  
smaller towns) i.e., prof/amateur.
  - the Mormon Tabernacle Choir
  - the Texas Boys Choir (or another)
  - Beverly Sills and other supers
  - Folk song
  - Barbershop Quartet
  - Moravian groups, etcetera, in their environment  
(i.e., Moravians in old Winston Salem)
  - Individuals and some small groups just singing for  
the fun of it -- in the parks, on the trails  
(beautiful mountain scenery backdrop), at work,  
at play, at home before the fire -- fire on the  
fourth of July!! that's not such a hot idea!  
use campfire! -- all kinds of people singing --  
everywhere!
4. A short film designed to show how cooperative effort among  
many interested groups and individuals can make the arts  
an integral part of the life of a community, particularly  
in planning and carrying out cultural projects related to  
the bicentennial.

THE WHITE HOUSE

WASHINGTON

ACTION

MEMORANDUM FOR: THE PRESIDENT

FROM: LEN GARMENT

SUBJECT: LETTER TO NANCY HANKS  
ON THE FEDERAL DESIGN  
PROGRAM

Attached (Tab A) is a letter to Nancy Hanks, Chairman, National Endowment for the Arts, on the Federal Design Improvement Program for your signature.

Nancy Hanks would like to use it for the Federal Design Assembly to be held September 11-12, 1974, in both the slideshow and Rog Morton's remarks.

Attached (Tab B) for your background information is Nancy's progress report of July 19, 1974, to which this letter would respond.

None of the points contained in the letter for your signature require increased budget or OMB approval.

RECOMMENDATION: That you sign the letter (Tab A)



THE WHITE HOUSE

WASHINGTON

Dear Nancy:

I was impressed with your report on the progress of the Federal Design Program and its favorable reception at a recent meeting of the Cabinet and of agency heads. I understand that as a result of the briefings many agencies are proceeding with their plans to implement design improvement efforts.

As you know, I attach the highest priority to bringing government to the people, to instilling a sense of pride and confidence in government, and to continuing those programs that accomplish these objectives. In that regard, I want to encourage your efforts during the coming years to improve the quality of Federal Design.

In architecture, for example, morale and efficiency of our Federal employees depend upon the architectural setting in which government is housed. Our Federal buildings also play an important role in making the public we serve feel that their government is accessible.

Another way people know their government is through printed matter. It is important, therefore, for government to communicate its programs to the people in a clear and understandable manner. That is why I am especially pleased to see the emphasis on upgrading the printed material that government produces.

As you point out in your report, to achieve design excellence it is necessary to attract the very best talent to the Federal rolls. I am encouraged that the Civil Service Commission has assumed this responsibility and is making good progress.

I am pleased that Secretary Rogers Morton is your keynote speaker for the Second Federal Design Assembly. To me, it demonstrates high-level acceptance of the program and the importance of good design in the operation of government. I believe that the Assembly can be an effective means of furthering design awareness among federal



administrators. You have my personal best wishes for a successful meeting.

The people have every right to expect the very best of their government and the officers who serve them. In years ahead I know all our citizens will appreciate every effort to improve the design presence of the Federal government in their communities.

Sincerely,

The Honorable Nancy Hanks  
Chairman  
National Endowment for the Arts  
Washington, D. C. 20506



# Ford, Nixon, and arts policy

By William Marlin

Washington

The former administration, despite its record in other matters, set its sights high with respect to federal support of the arts. Though small when compared with other, less wealthy nations, funds were steadily increased — a pragmatic outlook which has had no small effect on the appearance and livability of communities across the country.

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Given the reach of federal activity

THE CHRISTIAN SCIENCE MONITOR

Friday, August 23, 1974

# In Honor of P.L. 88-579



Public Law 88-579  
88th Congress, H. R. 9586  
September 3, 1964

## An Act

78 STAT. 905.

To provide for the establishment of a National Council on the Arts to assist in the growth and development of the arts in the United States.

*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,*

National Arts and  
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(5) that, in order to implement these findings, it is desirable to establish a National Council on the Arts to provide such recognition and assistance as will encourage and promote the Nation's artistic and cultural progress.

creating the  
National Council on the Arts



# the National Council on the Arts

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Nancy Hanks 1969 —  
Roger L. Stevens 1965-1969

**Deputy Chairman**

Michael Straight 1969 —  
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requests

you join in Celebration of its  
Tenth Anniversary

Wednesday, September 4, 1974  
6:00 - 8:00 p.m. buffet reception

Atrium of the John F. Kennedy  
Center for the Performing Arts



rsvp Secretary of the  
National Council on the Arts  
Luna Diamond 382-5871  
(no transfer of invitation)

Come with us to the "Mack & Mabel" performance  
which begins at 8:00 p.m. The Kennedy Center has kindly  
set aside a block of tickets at \$10.00 each. If you wish to  
purchase tickets please advise when you respond.

NATIONAL  
ENDOWMENT  
FOR  
THE ARTS

WASHINGTON  
D.C. 20506



A Federal agency advised by the  
National Council on the Arts

To: Eleanor Connors  
From: Nancy Hanks

August 20, 1974

We decided that it might be helpful to the White House to draft up a press release on the Council appointments. We believe President Ford might also wish to make a statement via his press secretary to the effect:

As the National Council on the Arts begins its second decade of service to this nation, it gives me great pleasure to appoint eight new members. While the membership, very properly, rotates, the Council, as a body, has had unchanging dedication to quality, and unswerving imagination in developing policies that will bring cultural benefits to all our people. We should all be grateful to the men and women who over the past ten years have helped this country develop a sound cultural policy. It is my personal pleasure to know many of the present members of this hard-working Council and I am certain the new group will help it carry forward in a great tradition of wise counsel and spirited advice.



FOR IMMEDIATE RELEASE

AUGUST --, 1974

Office of the White House Press Secretary

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THE WHITE HOUSE

The appointment of eight persons to the National Council on the Arts was announced today by the President. Appointments are for six years, ending September 3, 1980.

The new members of the Council are:

Angus L. Bowmer, of Ashland, Ore., educator and theatrical producer. Mr. Bowmer served as Professor of Theater at Southern Oregon College for four decades and was the founder and producing director of the Oregon Shakespearean Festival. As an actor, he performed 32 Shakespearean roles in 43 separate stagings.

Van Cliburn, of Shreveport, La., concert pianist. Winner of first prize in the International Tschaikovsky Piano Competition in Moscow in 1958, Mr. Cliburn has since established himself in the front rank of virtuoso musicians. He makes regular worldwide concert tours.

Jerome Robbins, of New York City, choreographer. Associate Artistic Director and a Ballet Master for the New York City Ballet, Mr. Robbins has choreographed some of the best-known American ballets and Broadway plays of the last 30 years. His musicals include "West Side Story," "Gypsy," and "Fiddler on the Roof."

Thomas Schippers, of Cincinnati, Ohio, conductor. Mr. Schippers is Music Director of the Cincinnati Symphony. A child prodigy pianist, he has given concerts and conducted major orchestras around the world. He conducted the NBC-TV premiere of "Amahl and the Night Visitors" in 1951 and since 1958 has served as Music Director of the Festival of Two Worlds, in Spoleto, Italy.

Gunther Schuller, of Newton Centre, Mass., composer and music educator. Since 1965, he has been Artistic Director of the Berkshire Music Festival and since 1967 President of the New England Conservatory. In addition to being an instrumental soloist and classical composer, Mr. Schuller has promoted American jazz. In this connection, he has had a key role in the revival of ragtime music.

George C. Seybolt, of Dedham, Mass., corporate executive and museum official. President of the William Underwood Co., a food-processing firm of Watertown, Mass., Mr. Seybolt has served as President of the Board of Trustees of the Boston Museum of Fine Arts, Chairman of the Boston Economic Development and Industrial Corporation, and as a member of numerous other business and cultural committees, including the national Business Committee for the Arts. Mr. Seybolt is Chairman of the Trustees Committee of the American Association of Museums.

Harry M. Weese, of Evanston, Ill., architect. Founder of Harry Weese & Associates, Ltd., of Chicago, Mr. Weese's principal works are the United States Embassy in Accra, Ghana; Arena Stage, in Washington, D.C.; the Milwaukee Center for the Performing Arts; the Time-Life Building, in Chicago; and the Metro rapid transit system now being built in Washington, D.C. He has won numerous major architectural awards and has served on many public service panels, including the Federal Architecture Task Force.

Dolores Wharton, of East Lansing, Mich., author, arts patron, art collector. A former resident of Malaysia, Mrs. Wharton is the author of the book "Contemporary Artists of Malaysia: A Biographic Survey." Since 1970, when her husband, Clifton R. Wharton Jr., assumed the presidency of Michigan State University, Mrs. Wharton has been active in the arts in Michigan and nationally. She has served on the Michigan Council on the Arts, the Michigan Bicentennial Commission, the Governor's Special Commission on Architecture, and the Bicentennial Committee of the National Council on the Arts.

The appointees replace Council members Jean Dalrymple, theatrical director; O'Neil Ford, architect; Richard Hunt, sculptor; Robert Merrill, opera singer; Gregory Peck, actor and producer; Rudolf Serkin, concert pianist; and Edward Villella, dancer. The outgoing Council members' terms conclude September 3, 1974, and, by law, they could not be reappointed.

The eighth Council member with a term ending in 1974 was Duke Ellington, the bandleader and composer, who died on May 24th of this year.

The National Council on the Arts is a Presidentially appointed body of 26 distinguished citizens recognized for their broad knowledge, or for their profound interest and expertise, in the arts. Nancy Hanks serves as Chairman. The Council advises the National Endowment for the Arts on making the arts more widely available to millions of Americans, preserving our cultural heritage, strengthening cultural organizations, and encouraging the creative development of the nation's finest talent. These aims are accomplished in part by awarding grants to individuals, to state and regional arts agencies, and to other nonprofit, tax-exempt organizations in a variety of cultural fields.

## NATIONAL COUNCIL ON THE ARTS

Total probable attendance as of August 23, 1974:	<u>48</u>	Council
	<u>32</u>	Spouses

Present Council: 21 + 15 Spouses

Maurice Abravanel	Robert Merrill
Richard Brown	James Robertson
Jean Dalrymple	*Gregory Peck
Kenneth Dayton	Rosalind Russell
Charles Eames	*Beverly Sills
O'Neil Ford	Billy Taylor
Henry Cauthen	Edward Villella
Richard Hunt	E. Leland Webber
Judith Jamison	James Wyeth
James Earl Jones	Anne Potter Wilson
Charles McWhorter	

Former Council: 19 + 13 Spouses

Marian Anderson	Eleanor Lambert
Elizabeth Ashley	Oliver Smith
Anthony Bliss	George Stevens, Sr.
Albert Bush-Brown	Nancy White
Robert Berks	Otto Wittmann
Agnes deMille	*Minoru Yamasaki
Paul Engle	Stanley Young
Lawrence Halprin	*Isaac Stern
R. Philip Hanes	*William Pereira
Rev. Gilbert Hartke	

New Council:                      8    +    4    Spouses

No idea of attendance. Invitations have not been extended.

Not Coming (But might change schedule with Presidential Invitation):

Present Council: 4

Clint Eastwood	Eudora Welty
Rudolf Serkin	Robert Wise

Former Council: 14

Leonard Bernstein	Ruth Carter Johnson
David Brinkley	**Harper Lee
Richard C. Diebenkorn	Jimilu Mason
Ralph Ellison	Sidney Poitier
Huntington Hartford	Richard Rodgers
**Helen Hayes	**James Johnson Sweeney
Charlton Heston	Donald Weismann

\* Tentative, pending scheduling problems.

\*\* Not yet heard from.

September 3 (Alternative I)

Dinner: White House

Attendance: National Council on the Arts and spouses  
Selected Senators and wives (House in recess)  
Other guests

Rationale: As we move into the Bicentennial year, there is growing interest in the crafts and folk arts. The National Council on the Arts is enthusiastic about the growing interest in these arts. The Arts Endowment established a crafts program last year; one in folk arts this year. As a further indication of this interest, there is a folklife bill in the Congress with 60 co-sponsors in the Senate and 200 in the House. The main purpose of the bill is to establish a folklife center in the Library of Congress.

Decoration: Craft Exhibit: We could set up an appropriate crafts exhibit on the first floor for viewing as guests enter. As a part of the decor, beautiful quilts could be hung up on flag standards to line the way from the East Room to Dining Room.

Incidental Music:

Mariachi music for drinking (3 or 4 players)

Fife and drum group (3 players). Function: to lead guests from one area to another, such as:

- 1) If drinking and gathering in the garden, fife and drum group leads guests to portico and foyer, where crafts exhibit is located;
- 2) group also leads guests to Dining Room and later from Dining Room to East Room.

Program: Three American Musical Traditions. The programs could offer a rich variety of regional folk-music styles, using carefully selected traditional musicians whose performances are both authentic and entertaining. To our knowledge no such program has been presented in recent years at the White House. For a twenty-minute

Program  
(Cont.)

program we would suggest three groups, such as the following:

1) Black:

- a) Odetta;
- b) Eubie Blake;
- c) Marion Williams (gospel);
- d) Johnny Shines (blues) from Chicago;

2) French-Cajun: Balfa Brothers, Basile, La., one or two fiddles, accordion and guitar;

3) White:

- a) Bluegrass: Ralph Stanley & Clinch Mountain Boys (S.W. Va.), guitar, banjo, fiddle, mandolin, bass; perform regularly in Michigan;
- b) Michigan Hammered Dulcimer Society
- c) Irish fiddlers from New York
- d) Old-time string music: Tommy Jarrell and Fred Cockerham (fiddle and banjo) from Mt. Airy, N.C.

Grand Finale: Socializing and Dancing: For dancing afterwards, if desired, it would be very appropriate to have Mercer Ellington's Band, as the Duke was a member of the Council at the time of his death.



September 3, 1974 (Alternative 2)

An alternative to a White House dinner would be a Blair House buffet. This would give official recognition of the importance of the occasion, but need not involve the President. Who could host? A Presidential counsellor; or a Cabinet officer -- Morton or Kissinger?

September 4, 1974

Attached is the invitation to the Kennedy Center reception and to the performance of Mack & Mabel. Some 250-300 guests will attend the reception and the performance.

RECOMMENDATIONS TO BE PRESENTED SEPTEMBER 3 OR 4  
TO THE NATIONAL COUNCIL ON THE ARTS  
BICENTENNIAL

---

- I. "City Spirit." The Council Committee recommends that the Endowment initiate a program to encourage and assist cultural institutions and art groups, professional and non-professional artists, local government officials, business, labor, educational and civic organizations, the media, and other interested people or groups to come together on a community-wide basis in activities which will make the arts a more vital part of everyday life in towns and neighborhoods and cities of all sizes in all parts of the country.

The Committee has taken "City Spirit" as a tentative, working title for the proposed program. This title, more than others considered, reflects the goals of the program. At the same time it is intended to build on the momentum of municipal interest generated by one of the Endowment's more successful initiatives, the City Edges/Options program. As in this latter, the word "city" will be flexibly interpreted to connote not only cities, but towns, neighborhoods, and regional groupings as well.

The City Spirit program would focus attention on a general problem area and challenge each community to look at itself in terms of that problem and to propose creative local solutions based on local needs, ideas and resources. Depending on the local plans and circumstances Endowment assistance could take a wide variety of forms, ranging from technical assistance, or the funding of a team of planner/consultants, to funds for program activities undertaken jointly by cultural institutions and artists, community groups, public agencies and others.

The City Spirit program, criteria and procedures would be announced through distribution of a poster (a la City Options) and in published guidelines. Applications would be widely solicited to stimulate many cities to concentrate on the potential of involving the arts in the lives of all people.

Applications would be screened by regional committees and a national panel. Grant amounts would undoubtedly vary widely, up to a maximum of \$50,000, though most would be for less. Applicants funded in FY 1975 would be eligible to apply again for FY 1976 funding. We have tentatively budgeted \$2,000,000 for this program in FY 1975 and \$3,000,000 in FY 1976.

II. A Bicentennial Media Program. The second of the Committee's recommendations is that the Endowment, in pursuit of its Bicentennial objective "to increase awareness and appreciation of American creativity and achievement in all the arts," arrange for the production and distribution of the following:

1. Films made by state or regional arts agencies, each highlighting the special cultural heritage, activities and achievements of a particular state or region. Showing of these films on local television would be encouraged, and state arts agencies would be likely to put them to many other uses as well. In addition, the footage could be used in part in making a major national film on the arts in America.

The response has been enthusiastic. Forty states in two weeks have recommended subjects that include:

- Arizona: Architectural survey from statehood to Gonzales
- Arkansas: Vanishing Arkansas landmarks and history of knife-making
- Georgia: Folk Arts
- South Carolina: Historical aspects of a river
- Idaho: Indian art

-- Illinois: History of Chicago Architecture,  
plus railroads as community resources

-- Iowa: Impact of Iowa artists

-- Louisiana: 18th century houses; jazz

-- Texas: Arts reflect Texas life

2. A major film, or films for broadcast on national television, that would provide a panoramic picture of the arts in America today. It could include footage from a variety of existing films, the state films proposed above, the film on American song (discussed in 3 below); new footage covering "City Spirit" projects as they take shape, and other new material filmed on location in all parts of the country.

The material could include performance or other presentation of art works, rehearsals or other aspects of the development of art by the artists; the lives, personalities and thoughts of artists, both as artists and as people; the linkages between different forms of art and between so called "high art" and the wealth of folk arts and crafts, the ties between artists and their communities, between established and aspiring artists, between professional and non-professional, between artist and public; the place of all the arts in the everyday life of people and communities in a wide variety of settings throughout the country. Etc.

3. A 60-minute film on American song. Some of the ideas to be conveyed in the film:

-- the diversity of song

-- what song has meant to our nation -- songs of peace, of faith, of love, of nature, of war, of country.

-- the origin of song -- i.e., what is thought to be "ethnic" and its development into song of all people.

Examples of possible coverage include:

- hymns in an old Southern Baptist Church  
(a possibility would be the "King church"  
in Atlanta or the big one in Dallas or  
Nashville). (Other religions.)
  - Robert Shaw leading a group with the Atlanta  
Symphony (and also leading one in one of the  
smaller towns) i.e., prof/amateur.
  - the Mormon Tabernacle Choir
  - the Texas Boys Choir (or another)
  - Beverly Sills and other supers
  - Folk song
  - Barbershop Quartet
  - Moravian groups, etcetera, in their environment  
(i.e., Moravians in old Winston Salem)
  - Individuals and some small groups just singing for  
the fun of it -- in the parks, on the trails  
(beautiful mountain scenery backdrop), at work,  
at play, at home before the fire -- fire on the  
fourth of July!! that's not such a hot idea!  
use campfire! -- all kinds of people singing --  
everywhere!
4. A short film designed to show how cooperative effort among  
many interested groups and individuals can make the arts  
an integral part of the life of a community, particularly  
in planning and carrying out cultural projects related to  
the bicentennial.

THE WHITE HOUSE  
WASHINGTON

ACTION

MEMORANDUM FOR: THE PRESIDENT  
FROM: LEN GARMENT  
SUBJECT: LETTER TO NANCY HANKS  
ON THE FEDERAL DESIGN  
PROGRAM

Attached (Tab A) is a letter to Nancy Hanks, Chairman, National Endowment for the Arts, on the Federal Design Improvement Program for your signature.

Nancy Hanks would like to use it for the Federal Design Assembly to be held September 11-12, 1974, in both the slideshow and Rog Morton's remarks.

Attached (Tab B) for your background information is Nancy's progress report of July 19, 1974, to which this letter would respond.

None of the points contained in the letter for your signature require increased budget or OMB approval.

RECOMMENDATION: That you sign the letter (Tab A)



THE WHITE HOUSE  
WASHINGTON

Dear Nancy:

I was impressed with your report on the progress of the Federal Design Program and its favorable reception at a recent meeting of the Cabinet and of agency heads. I understand that as a result of the briefings many agencies are proceeding with their plans to implement design improvement efforts.

As you know, I attach the highest priority to bringing government to the people, to instilling a sense of pride and confidence in government, and to continuing those programs that accomplish these objectives. In that regard, I want to encourage your efforts during the coming years to improve the quality of Federal Design.

In architecture, for example, morale and efficiency of our Federal employees depend upon the architectural setting in which government is housed. Our Federal buildings also play an important role in making the public we serve feel that their government is accessible.

Another way people know their government is through printed matter. It is important, therefore, for government to communicate its programs to the people in a clear and understandable manner. That is why I am especially pleased to see the emphasis on upgrading the printed material that government produces.

As you point out in your report, to achieve design excellence it is necessary to attract the very best talent to the Federal rolls. I am encouraged that the Civil Service Commission has assumed this responsibility and is making good progress.

I am pleased that Secretary Rogers Morton is your keynote speaker for the Second Federal Design Assembly. To me, it demonstrates high-level acceptance of the program and the importance of good design in the operation of government. I believe that the Assembly can be an effective means of furthering design awareness among federal





administrators. You have my personal best wishes for a successful meeting.

The people have every right to expect the very best of their government and the officers who serve them. In years ahead I know all our citizens will appreciate every effort to improve the design presence of the Federal government in their communities.

Sincerely,

The Honorable Nancy Hanks  
Chairman  
National Endowment for the Arts  
Washington, D. C. 20506





# Ford, Nixon, and arts policy

By William Marlin

## Washington

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Atrium of the John F. Kennedy  
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National Council on the Arts  
Luna Diamond 382-5871  
(no transfer of invitation)

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which begins at 8:00 p.m. The Kennedy Center has kindly  
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