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12/16/74

<u>REVENUE (by Source)</u>	<u>BUDGET</u> <u>March 14, 1974</u>	<u>ACTUAL</u> <u>September 30, 1974</u>	<u>OVER (UNDER)</u> <u>BUDGET</u>
(1) Filene Center Gross Box Office Receipts (a)	\$1,100,000	\$1,247,237	\$ 147,237
(2) Reimbursement for Stagehand Costs - N.P.S. & W.E.T.A.	300,000	383,154	83,154
(3) Concession Stands, Rentals & Misc. Receipts	<u>10,000</u>	<u>33,228</u>	<u>23,228</u>
SUB-TOTAL, Filene Center Receipts	\$1,410,000	\$1,663,619	\$ 253,619
(4) Packard Fund Allocation for Filene Center Presentations	200,000	200,000	-
(5) Contributions - (Footnote 1)	\$ 241,000	\$ 187,447	(\$ 53,553)
(6) Grants	160,000	116,100	(43,900)
(7) N.P.S. Financial Assistance	<u>150,000</u>	<u>150,000</u>	<u>-</u>
SUB-TOTAL, Public/Private Assistance	551,000	453,547	(\$ 97,453)
TOTAL REVENUE	<u>\$2,161,000</u>	<u>\$2,317,166</u>	<u>\$ 156,166</u>

EXPENDITURES (by Department)DEPARTMENT TITLETHE FILENE CENTER

(1) Filene Center Presentations (a)	\$1,260,000	1,127,803	(132,197)
(2) Production Operations - N.P.S.	-	-	-
(3) Sales (Box Office)	110,000	90,800	(19,200)
(4) Stagehands/Wardrobe (see Expenditure Reimb. Above)	300,000	383,154	83,154
(5) Marketing (Advertising, Group Sales, Program Magazine)	<u>240,000</u>	<u>259,028</u>	<u>19,028</u>
SUB-TOTAL, FILENE CENTER Expenditures	\$1,910,000	1,860,785	(\$ 49,215)

THE WOLF TRAP COMPANY

(6) The Wolf Trap Company Training Program (Footnote 2)	\$ 85,000	129,998	\$ 44,998
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EXPENDITURES (by Department) Continued

<u>DEPARTMENT TITLE</u>	<u>BUDGET</u> <u>March 14, 1974</u>	<u>ACTUAL</u> <u>September 30, 1974</u>	<u>OVER (UNDER)</u> <u>BUDGET</u>
<u>FOUNDATION ADMINISTRATION</u>			
(7) General Director's Office	\$ 95,000	\$ 103,689	\$ 8,689
(8) Accountant	12,000	12,068	68
(9) Foundation Operational Services	85,000	93,503	8,503
(10) Communications	<u>100,000</u>	<u>76,061</u>	(<u>23,939</u>)
SUB-TOTAL, Administration Costs	\$ 292,000	\$ 285,321	(\$ <u>6,679</u>)
<u>OFFICE OF THE CHAIRMAN</u>			
(11) Assistant to the Chairman	\$ 50,000	\$ 42,011	(\$ 7,989)
Wolf Trap Associates (Footnote 1)	-	-	-
(12) Controller	25,000	21,269	(3,731)
(13) Committees of the Board	-	-	-
(14) Non-Departmental Foundation Costs	<u>67,000</u>	<u>95,420</u>	<u>28,420</u>
SUB-TOTAL, Chairman's Office	\$ 142,000	\$ 158,700	\$ 16,700
TOTAL EXPENDITURES	\$ <u>2,429,000</u>	\$ <u>2,434,804</u>	\$ <u>5,804</u>
Total Foundation Operating Loss - FY74	(\$ 268,000)	(\$ 117,638)	(\$150,362)
<u>FIXED ASSET EXPENDITURES</u>			
Office, Automotive and Stage Equipment purchased	-	\$ 21,143	\$ 21,143
<u>GRAND TOTALS</u>	(\$ <u>268,000</u>)	(\$ <u>138,781</u>)	(\$ <u>129,219</u>)

FOOTNOTES:

- (1) Contributions do not include amounts received by Wolf Trap Associates, except for their support of the Wolf Trap Company through Fellowships given. Expenditures of the Associates for their operations are not shown.
- (2) Total expenditures do not reflect any allocation of Wolf Trap Company costs to Filene Center presentations in which members of the Company participated.
- (a) See "Attractions Report"

WOLF TRAP FARM PARK FOR THE PERFORMING ARTS / FILENE CENTER

THE WOLF TRAP FOUNDATION

WOLF TRAP FOUNDATION

CONTRIBUTIONS & GRANTS

FISCAL YEAR ENDED SEPTEMBER 30, 1974

Wolf Trap Company Fellowships (including \$25,500 from Wolf Trap Associates)	\$ 60,500	
Opening Night Benefit	52,780	
N.B.A.C. Members	37,500	
Shouse Trust	12,450	
Wolf Trappers	12,000	
All Other Contributions	<u>12,217</u>	
		\$187,447
Filene Foundation	\$100,000	
National Endowment for the Arts	<u>16,100</u>	
		116,100
National Park Service Financial Assistance		<u>150,000</u>
TOTAL		<u>\$453,547</u>



1624 TRAP ROAD • VIENNA, VIRGINIA 22180 • (703) 938-3810

WOLF TRAP FARM PARK, CREATED BY ACT OF CONGRESS, 1966
ADMINISTERED BY THE NATIONAL PARK SERVICE, UNITED STATES DEPARTMENT OF THE INTERIOR

THE WOLF TRAP FOUNDATION

WOLF TRAP FOUNDATION
NON-DEPARTMENTAL COSTS
FISCAL YEAR ENDED SEPTMEBER 30, 1974

1. Insurance	\$ 43,210
2. Interest	15,948
3. Fund Raising Consultant	12,100
4. Wolf Trap Medal	5,647
5. Legal Fees	5,568
6. Loss on Investment in The Game Company	5,400
7. Depreciation	4,921
8. Unemployment Insurance	1,116
9. Memberships	1,090
10. Miscellaneous	340
11. Liquor License	80
	<u>\$ 95,420</u>



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WOLF TRAP FARM PARK. CREATED BY ACT OF CONGRESS, 1966
ADMINISTERED BY THE NATIONAL PARK SERVICE, UNITED STATES DEPARTMENT OF THE INTERIOR

				NET REVENUE				DIRECT EXPENSES			
Attraction	% of Scale	No. of Perf.	Date(s)	Ticket Sales		Grants	Total	Artists	Production Costs	Total	Gross Income (Loss)
				No.	Amount						
Met Opera	97	7	6/17-22	43,203	316,591	33,633	350,224	350,136	88	350,224	- 0 -
Joplin	79	2	6/23-24	10,463	48,065		48,065	6,000	80	6,080	41,985
Nikolais	27	2	6/26-27	3,171	13,870		13,870	7,000		7,000	6,870
Mahler	39	1	6/28	2,247	9,923		9,923	17,550	1,111	18,661	(8,738)
Goodman	75	1	6/29	4,795	22,820		22,820	7,000	40	7,040	15,780
Daughter	76	2	7/2 & 7	8,919	48,354		48,354	52,879	18,557	71,436	(23,082)
Feliciano	70	1	7/3	4,535	21,128		21,128	7,500	482	7,982	13,146
July 4th			7/4			500	500	2,033	435	2,468	(1,968)
Ella	60	1	7/5	3,824	18,382		18,382	10,000	40	10,040	8,342
Fox	48	1	7/5	3,104	14,521		14,521	7,500	232	7,732	6,789
Jack Benny	51	1	7/6	2,761	13,002		13,002	15,195	603	15,798	(2,796)
Bluegrass	65	3	7/8-10	12,945	58,837		58,837	33,680	1,119	34,799	24,038
Count Basie	33	1	7/11	2,026	9,975		9,975	5,000	40	5,040	4,935
Memuhin/WTAU	66	1	7/12	4,126	16,726		16,726	7,933		7,933	8,793
Severinsen	75	1	7/13	4,915	22,703		22,703	12,500	713	13,213	9,490
Virgil Fox	76	1	7/14	4,867	22,977		22,977	7,500	232	7,732	15,245
Legrand/FCO	25	1	7/15	1,537	7,497		7,497	9,287	548	9,835	(2,338)
P.H. Jazz Band	69	2	7/16-17	9,150	42,067		42,067	6,950	99	7,049	35,018
Eliot Feld Ballet	51	2	7/19-20	6,092	25,964		25,964	19,770	1,356	21,126	4,838

				NET REVENUE				DIRECT EXPENSES			
Attraction	% of Scale	No. of Perf.	Date(s)	Ticket Sales		Grants	Total	Artists	Production Costs	Total	Gross Income (Loss)
				No.	Amount						
Bach Marathon	27	1	7/21	1,804	8,736		8,736	9,783	700	10,483	(1,747)*
Brubeck	46	1	7/22	2,948	13,865		13,865	6,000	395	6,395	7,470
Ellington	11	2	7/23-24	1,396	8,899		8,899	19,747	2,905	22,652	(13,753)
CMSLC	14	1	7/25	978	4,605		4,605	6,873	448	7,321	(2,716)
If I Loved You	35	1	7/26	2,004	8,885		8,885	14,022	1,090	15,112	(6,227)
De Larrocha	31	1	7/27	2,164	7,745		7,745	5,932	589	6,521	1,224
Milnes	11	1	7/28	902	2,673		2,673	6,925	468	7,393	(4,720)
Waring	61	1	7/29	3,620	10,811		10,811	7,500	80	7,580	3,231
Cleo Laine	35	1	7/30	2,133	10,626		10,626	4,000	185	4,185	6,441
Marching Along	20	1	7/31	1,298	4,958		4,958	6,287	318	6,605	(1,647)
Nat'l Folk Fest	37	4	8/1-4	9,581	23,567		23,567	21,280	160	21,440	2,127
Ferrante & Teicher	75	1	8/5	4,915	22,930		22,930	6,000	40	6,040	16,890
Kostelanetz I	65	1	8/6	3,804	16,508		16,508	8,492	100	8,592	7,916
DARK			8/7								
Cycle of Cities	11	1	8/8	765	1,779		1,779	433		433	1,346
Limon Co.	28	1	8/9	1,525	4,926		4,926	4,013	321	4,334	592
Marion Williams	5	1	8/10	332	941		941	3,800	247	4,047	(3,106)
Festival of Music	76	1	8/11	4,857	23,098		23,098	14,302	140	14,442	8,656
Nelson Riddel	3	1	8/12	216	1,030		1,030	9,382	369	9,751	(8,721)

THE WOLF TRAP FOUNDATION
ATTRACTION REPORT-1974

December 16, 1974

				NET REVENUE				DIRECT EXPENSES			
Attraction	% of Scale	No. of Perf.	Date(s)	Ticket Sales		Grants	Total	Artists	Production Costs	Total	Gross Income (Loss)
				No.	Amount						
Joffrey	55	4	8/14-17	13,550	56,140	15,600	71,740	67,730	2,018	69,748	1,992
Glenn Miller	72	1	8/18	4,527	12,766		12,766	5,705	40	5,745	7,021
Barbershop	28	1	8/19	1,538	5,014		5,014	758	40	798	4,216
Kostelanetz II	84	1	8/20	5,703	21,384		21,384	7,900		7,900	13,484
S. Vaughn	47	1	8/21	2,880	14,311		14,311	10,000	40	10,040	4,271
MEV/GU	11	1	8/22	637	1,906		1,906	6,000	281	6,281	(4,375)
Paul Winter	14	1	8/23	964	4,557		4,557	2,500	98	2,598	1,959
Wagner-Rudel	56	1	8/24	3,634	14,204		14,204	13,792	443	14,235	(31)
War & Peace	67	2	8/29 & 31	7,764	55,558	82,434	137,992	98,481	39,511	137,992	- 0 -
Arlo Guthrie	82	1	8/30	5,406	24,851		24,851	14,134	74	14,208	10,643
Romeros	31	1	9/1	1,928	9,355		9,355	3,921		3,921	5,434
Salute to Labor		1	9/2					75	18	93	(93)
James Tocco	6	1	9/3	323	1,461		1,461	5,580	175	5,755	(4,294)
As You Like It	38	5	9/4-7	10,121	57,345		57,345	34,973	50	35,023	22,322
Grand Finale-Fiedler	57	2	9/8-9	2,488	34,413		34,413	18,324	631	18,955	15,458
Sub-totals				239,385	1,223,249	132,167	1,355,416	1,030,057	77,749	1,107,806	247,610
Add: (a) Ticketron Charge Fees to Show Ticket Sales					23,988		23,988				23,988
(b) Filene Center Production & Wardrobe Department's Cost - Unallocated to "Attractions"									19,997	19,997	(19,997)
TOTALS				<u>\$239,385</u>	<u>\$1,247,237</u>	<u>\$132,167</u>	<u>\$1,379,404</u>	<u>\$1,030,057</u>	<u>\$97,746</u>	<u>\$1,127,803</u>	<u>\$251,601</u>

Wolf Trap Associates



Wolf Trap Farm Park for the Performing Arts is an adventure!

It is the first and only National Park for the Performing Arts. The U.S. Department of the Interior, National Park Service provides logistical and technical support and the Wolf Trap Foundation selects and presents all programs for the Filene Center stage.

The Park's 117 acres of lovely Virginia woods and meadow invite relaxation, reflection and often a picnic supper before a performance.

Each summer the great stage at Filene Center comes alive with the finest in music, dance and theatre.

A delightful children's professional Theatre-in-the-Woods opens the world of make-believe to thousands of youngsters. The Meadow Tent is the setting where ballet dancers, singers, and actors present a spectrum of all the performing arts to young audiences. The Bandshell-in-the-Meadow provides free concerts to thousands of family groups.

Wolf Trap is an adventure in which all can take a part.

There is a means by which you can become a part of this experience — WOLF TRAP ASSOCIATES.

Wolf Trap Associates . . .

Help provide financial support to the Wolf Trap Company. Each summer highly talented young artists are afforded the opportunity to perform at Filene Center and study and train under professional conditions designed to help them bridge the gap between advanced study in the performing arts and a career. Associate membership dues and fund-raising activities provide Fellowships for these Company members.

Volunteer service to Wolf Trap. A broad range of volunteer activities support the Foundation and the Park and assist performing artists. Interested Associates are invited to participate.

Reach out to potential audiences in the community by communicating enthusiasm for the high quality and variety of presentations at Filene Center and in the Park.

Share in the development of this successful pioneer endeavor of cooperation between government and private interests which is basic to our country's first National Park for the Performing Arts.



*you are
cordially
invited
to become
a member
of the*

Wolf Trap Associates

BOARD OF DIRECTORS

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George B. Hartzog, Jr., *Chairman*

Mrs. C. Swan Weber, *Vice Chairman*

Ralph A. Beeton, *Treasurer*

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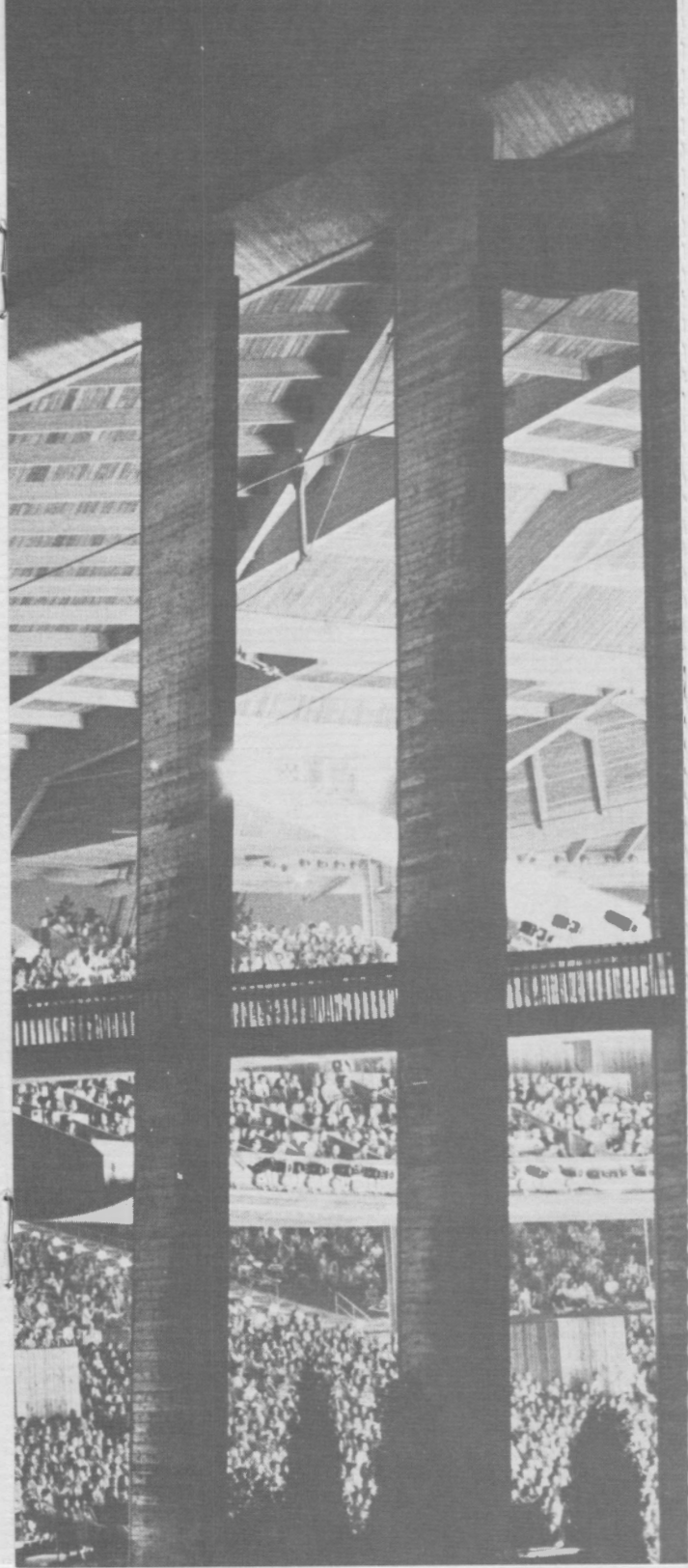
Donald L. Rogers

Mrs. Ralph E. Ulmer

Robert W. Wilson

J. Hillman Zahn

Mrs. Robert W. McHenry, *Executive Director*



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J. Hillman Zahn

Mrs. Robert W. McHenry, *Executive Director*

as a member of the Wolf Trap Associates

- You support promising young American artists through Wolf Trap Company fellowships
- You learn to deepen your appreciation of the performing arts through educational programs
- You are given special consideration at the Box Office, including discounts on tickets and gift certificates
- You receive advance schedule information as well as synopses and other background information on the performances at the Filene Center
- You are invited to social activities—picnics before performances, private dress rehearsals, receptions, Wolf Trap Company performances, and the on-stage annual Wolf Trap Ball
- You can participate in culturally-oriented tours at home and abroad
- You receive the Associates' quarterly newsletter, NOTES FROM WOLF TRAP

Wolf Trap Associates have fun, while contributing to the quality of life. Won't you join us?

I wish to become an ASSOCIATE of the Wolf Trap Foundation for the Performing Arts.

NAME

ADDRESS

CITY STATE ZIP

PHONE

Business Affiliation

I enclose my contribution as follows:

STUDENT \$ 5.00 ☐

REGULAR Single \$ 15.00 ☐

Couple \$ 25.00 ☐

SUSTAINING \$ 50.00 ☐

CONTRIBUTING \$ 100.00 ☐

PATRON \$ 500.00 ☐

DONOR \$1000.00 ☐

BENEFACTOR \$2500.00 ☐

(All contributions are tax deductible.

Make checks payable to Wolf Trap Foundation)

I wish to hear about volunteer activities in the following fields of interest:

☐ Hospitality ☐ Community Relations

☐ Speakers Bureau ☐ Educational Programs

☐ Docents ☐ Administrative Support

☐ Gift Shop ☐ Public Relations

☐ Youth Activities ☐ Other

Please send information on membership in the Associates to:

Mail application to: **WOLF TRAP ASSOCIATES**
1624 Trap Road
Vienna, Virginia 22180

AN ACT OF CONGRESS...

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that for the purpose of establishing in the National Capital area a park for the performing arts and related educational programs, and for recreation use in connection therewith, the Secretary of the Interior is authorized to establish, develop, improve, operate and maintain the Wolf Trap Farm Park in Fairfax County, Virginia."

—October, 1966 (Public Law 89-671)

AN ACT OF FAITH...

"I feel that in giving Wolf Trap and its buildings I gave a challenge to my Government and to men and women everywhere, to create for themselves and for others so that Wolf Trap and what it represents may enrich the lives of generations to come." —MRS. JOUETT SHOUSE

THE WOLF TRAP FOUNDATION

OFFICERS

Honorary Chairman Mrs. Gerald R. Ford

Donor Mrs. Jouett Shouse

Chairman Secretary of The Navy,

J. William Middendorf, II

Vice Chairman Hobart Taylor, Jr.

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General Counsel Ralph E. Becker

Co-Chairmen, Executive Committee

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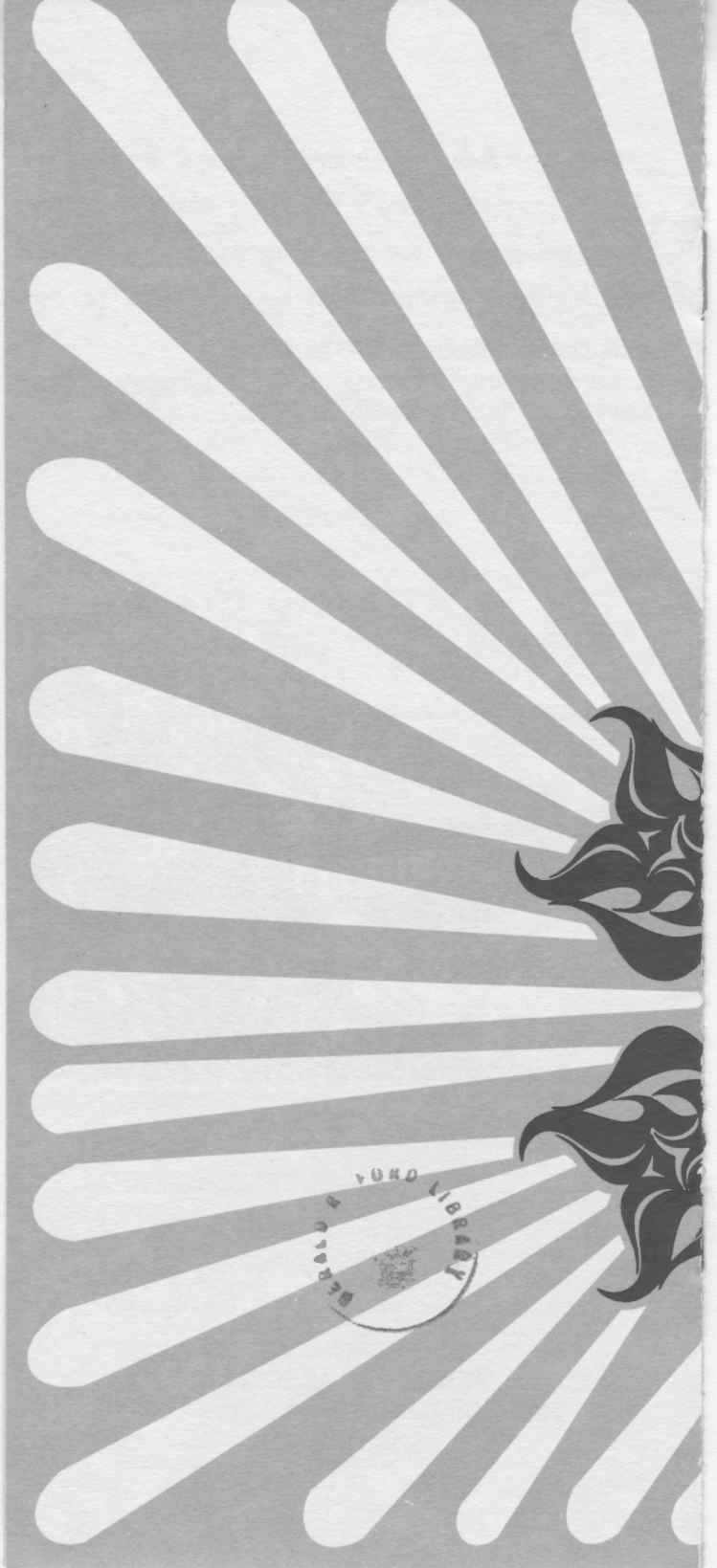
Mrs. Jouett Shouse

"Those who enjoy the performances and a picnic on the hillside beforehand have a proprietary feeling about Wolf Trap. Belonging to Wolf Trap Associates gives individuals an opportunity to share in the development of this first National Park for the Performing Arts."

MRS. JOUETT SHOUSE



WOLF TRAP ASSOCIATES
1624 Trap Road, Vienna, Virginia, 22180
(703) 938-3810



January 19, 1975

MEMORANDUM TO

Office of the Chairman

SUBJECT

Wolf Trap Associates

Status Report since September 1974

The Associates are currently putting on a lecture luncheon series "February with the Arts" at the Shoreham Hotel on consecutive Mondays. Anthony Bliss, the new Executive Director of the Metropolitan Opera started the series on February 10, Gunther Schuller, President of the New England Conservatory of Music spoke on February 17th, and Edward Villella, of the New York City Ballet will close the series on February 24th. This event, under the chairmanship of Mrs. C. Swan Weber, has continued the outstanding success of last year's "February with the Met." While not intended as a fund raising enterprise, this Associates activity has generated considerable interest in, and exposure for, Wolf Trap.

The fund raising efforts of the Associates are directed toward support of the Wolf Trap Company. At its January meeting, the Associates Board reaffirmed its intention to work for the full financial support of the Wolf Trap Company. Last year's contribution was \$25,500 for 17 fellowships. Mr. Ralph A. Beeton is heading a committee to explore ways of raising an additional \$12,500 in order to make the needed increased donation for the 25 fellowships in 1975.

The major fund raising activities since September 1974 have been a very successful trip to Mexico which netted \$2,000, and the annual Wolf Trap Ball which brought in \$12,099.13.

April 7 & 8 the Associates are planning a trip to New York to attend the debut of Beverly Sills opening night performance in THE SIEGE OF CORINTH. The trip was very quickly oversubscribed.

The Associates received in the mail the week of February 17th an advance season's subscription list, which will go to the public on February 28th. Subsequently, an advance notice of the general schedule brochure, from which remaining single tickets can be purchased, will go out to the Associates the first of April. A concerted mailing effort was made in January and February to those who have let their membership expire, and to various participants in Associate activities last year, in an effort to capitalize on this valued membership benefit. There has been a noticeable increase in the rate of membership applications submitted to take advantage of this advance notice offered to Associates.

As of February 18, 1975, the dues paying members of the Associates numbered 1133. Dues received up to this date since the annual report of Sept. 30, 1974 total \$18,605.45.



The winter months have been a time for setting up chairmanships, and advance planning for the coming season. The following chairmen have been appointed:

Hospitality	Chairman	Mrs. Francis Brown
	Co-Chairman	Mrs. Betty Daly
Education	Chairman	Mrs. Willard E. Brown
Speakers Bureau	Chairman	Mrs. Rollins Wm. Miller, Jr.
	Co-Chairman	Mrs. Murray M. Chotiner
State Societies	Chairman	Mrs. Jack Coopersmith
Membership	Chairman	Mrs. Cornelius B. Kennedy
Administrative	Chairman	Mrs. J. Thomas Rouland

Mrs. J. Edward Day will be Chairman for the Opening Night on June 14th. Mrs. J. Hillman Zahn and Mrs. Jack Kleh will be Chairmen of the Benefit Dinner before the Opening Night of the Met on June 23rd.

The Associates have recently moved into refurbished quarters in the lower level of the "log cabin" at 1624 Trap Road. Through the generosity of Mrs. Shouse, who had the area panelled, and the Park Service, which provided the carpeting, the Associates have a very efficient and roomy office area, which will serve as offices for the Executive Director and the Manager of the Gift Shop, as well as a locale for committee meetings, volunteer projects, and Associate gatherings.

Mr. Edwin K. Hoffman, President of Woodward & Lothrop, was appointed to the Associates Board of Directors in November to succeed Mrs. James M. Beggs who moved to St. Louis.

George B. Hartzog, Jr.
Chairman, Board of Directors
Wolf Trap Associates





OPERA TRIP

New York april 7-8

You are invited to an opening night at the Met!

A trip has been planned for Wolf Trap Associates to attend Beverly Sills debut at the Metropolitan Opera in *THE SIEGE OF CORINTH*. This much-sought star of the world's great opera stages is considered a member of the Wolf Trap family. Miss Sills' appearance last season at Wolf Trap in *THE DAUGHTER OF THE REGIMENT* was her fourth season at the Filene Center. She is a member of the Board of the Wolf Trap Foundation, and also Chairman of the Program Committee.

The trip to New York, in addition to the opening night at the Met, will include a stay at the Hotel Plaza, dining at the Met, a cast party with the opera principals, a private tour at Lincoln Center followed by a sherry reception in the Board Room of Avery Fisher Hall (the home of the New York Philharmonic), and lunch at the famous Le Poulailier restaurant. All necessary transportation in New York will be provided. The Associates private bus will leave the morning of April 7th and return early evening of April 8th with champagne aboard.

All this for \$150. March 1st is the deadline. A deposit of \$75 is required. We recommend that you act immediately as our opera tickets and reservations are limited to the capacity of our bus—45 seats. You will be notified later of the amount of your tax-deductible contribution to the Associates scholarship fund.

Wolf Trap Associates
1624 Trap Road
Vienna, Virginia 22180
Telephone: (703) 938-3810



Please reserve _____ places for me for the Opera Trip. Enclosed is my check for \$_____ (\$150 per person double occupancy).

The members of my party are:

Name: _____
Address: _____
City & State: _____
Home phone: _____ Office phone: _____

(Please make check payable to Wolf Trap Associates)

Wolf Trap Associates

BOARD OF TRUSTEES

Name and Home Address

Business Address

Chairman

Mr. George B. Hartzog, Jr.
1643 Chain Bridge Road
McLean, Virginia 22101
356-1566

Ragan & Mason
900 17th Street NW
Washington, DC
296-4750

Vice Chairman

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Treasurer

Mr. Ralph A. Beeton
10720 Stanmore Drive
Potomac, Md. 20854
299-3013

Chairman of the Board
and President
First Virginia Bankshares Corporation
6400 Arlington Blvd.
Falls Church, Va. 22046
241-3666

Mrs. Howard L. Burris (Barbara)
3034 Cleveland Avenue
Washington, DC 20008
265-9275

Mrs. John Dimick (Marion-"Teena")
Shoreham West
Washington, DC 20008
234-0603

Mrs. William J. Hardy (Sally)
6360 N. Nottingham Street
McLean, Virginia 22101
538-6473

Mrs. Marion Edwyn Harrison (Lita)
4526 North 41st Street
Arlington, Virginia 22207
536-4222

Mr. Philip D. Helmig
3820 Lakeview Terrace
Falls Church, Va. 22041
256-9439

Washington Representative
Atlantic Richfield Company
1025 Connecticut Avenue NW
Washington, DC 20036
296-5700



Mr. Edwin K. Hoffman
11021 Stanmore Drive
Potomac, Md. 20854
299-3711

Mrs. Richard G. Kleindienst (Margaret
8464 Portland Place "Marnie")
McLean, Virginia 22101
893-1233

Mr. Leonard H. Marks
1920 L Street NW
Washington, DC 20036
232-7214

Mr. Donald L. Rogers
4200 Massachusetts Avenue, NW
Washington, DC 20016
363-5909

Mrs. Ralph E. Ulmer (Frances)
5140 Tilden Street, NW
Washington, DC 20016
EM 2-4148

Mr. Robert W. Wilson ("Rab")
5126 Watson Street, NW
Washington, DC 20016
966-1534

Mr. J. Hillman Zahn
5236 Westpath Way
Washington, DC 20016
229-2356

Mrs. Robert W. McHenry (Virginia)
1642 Anderson Road #2
McLean, Virginia 22101
893-8929

President
Woodward & Lothrop
Washington, DC 20013
347-5300

The Marks Foundation, Inc.
1920 L Street NW
Washington, DC 20036
293-3860

Executive Director
Association of Registered Bank
Holding Companies
730 Fifteenth Street, NW
Suite 502
Washington, DC 20005
393-1158

Vice President, Public Relations
Chesapeake & Potomac Telephone Co.
17th & H Streets, NW
Washington, DC 20006
392-3301

Executive Director
Wolf Trap Associates
1624 Trap Road
Vienna, Virginia 22180
938-3810



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ENTERTAINMENT/THE ARTS

THE WASHINGTON POST

Tuesday, Feb. 18, 1975
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Gunther Schuller: Waking Americans Up to Their Own Music

By Alan M. Kriegsman

It may have taken a Hollywood movie hit, "The Sting," to awaken America to the neglected genius of



ported from Europe. Hence my interest in our really indigenous American music, ragtime and jazz, which have been 'segregated' from our concert

Schuller explained, "is a very great piece of music, and I can't for the life of me figure out why it's not played."

"Maybe it's not quite in the same category as the masses of Beethoven."

WOLF TRAP FARM PARK FOR THE PERFORMING ARTS
Fiscal 1975 Budget

REVENUE:	3 Year Plan For 1975	Jan. 31 Budget	EXPENDITURES:	3 Year Plan For 1975	Jan. 31 Budget
<u>The Filene Center:</u>			<u>The Filene Center:</u>		
Box Office Receipts	\$1,450,000	\$1,541,000	Filene Center Presentations	\$1,210,000	\$1,489,000
N.P.S. Reimbursement for stagehand costs	360,000	361,000	Sales (Box Office)	121,000	133,000
Program Magazine Advertising Receipts	65,000	---	Stagehands-Wardrobe	360,000	373,000
Concession Stand & Miscellaneous Receipts	15,000	15,000	Marketing (Advertising, Group Sales and program magazine)	200,000	293,000
Sub-total, Filene Center Receipts	\$1,890,000	\$1,917,000	Other	---	---
			Total Filene Center	\$1,891,000	\$2,288,000
<u>CONTRIBUTIONS:</u>			<u>The Wolf Trap Company</u>		
Benefit Performances	\$ 75,000	\$ 50,000	The Wolf Trap Company Training Program	\$ 120,000	\$ 126,000
NBAC & Wolf Trappers	80,000	60,000	Less Reimbursement for W.T.Co. attractions	<40,000>	<42,000>
Wolf Trap Company Fellowships & support	80,000	80,000		\$ 80,000	\$ 84,000
General Public Contributions	75,000	30,000			
Sub-total, contributions	\$ 310,000	\$ 220,000	<u>Foundation Administration</u>		
			General Director's Office	\$ 125,000	\$ 140,000
<u>GRANTS:</u>			Accounting	14,000	20,000
<u>Private Sector:</u>			Operational Services	100,000	138,500
The Filene Foundation	\$ 100,000	\$ 100,000	Communications	100,000	112,000
Other Foundations	20,000	---		\$ 339,000	\$ 410,500
<u>Public Sector:</u>			<u>Office of the Chairman</u>		
National Endowment for the Arts & other			Assistant to the Chairman	\$ 50,000	\$ 48,000
National, State, and Local Agencies	\$ 60,000	\$ 75,000	Controller's Office	25,000	23,000
National Park Service	165,000	150,000	Development	---	56,000
Sub-total, grants	\$ 345,000	\$ 325,000		\$ 75,000	\$ 127,000
			<u>Other</u>		
<u>SPECIAL:</u>			Non-departmental costs	\$ 75,000	\$ 100,000
Packard Fund	\$ 200,000	\$ 200,000	Capital Expenditures	10,000	5,000
			New Venture Funds	110,000	---
<u>OTHER:</u>			Contingency Reserve	25,000	---
Special Projects	\$ 10,000	---		\$ 220,000	\$ 130,000
				\$2,605,000	\$3,039,500
TOTAL REVENUE	\$2,755,000	\$2,662,000	TOTAL EXPENDITURES		
			Operational Gain <Loss>	150,000	<377,500>
			Less Loan Repayment	150,000	150,000
			TOTAL	-0-	\$ <527,500>

ATTRACTIONS BUDGET

1975

DATE	ATTRACTION	No. OF PERF	SCALE	MAXIMUM INCOME	% ANTIC	REVENUE AM'T	GRANTS	SUB-TOTAL INCOME	ARTISTS & PROD. COST	NET INCOME PROFIT (LOSS)
6/14- 15	New England Conservatory Ragtime Ensemble	2	B+C	60,000	80%	48,000		48,000	17,000	31,000
6/16	Harry James and Helen O'Connell	1	D	32,000	65%	20,800		20,800	10,100	10,700
6/17	Up With People	1	D*	29,000	35%	10,000		10,000	5,500	4,500
6/18	Preservation Hall Jazz Band	1	D	32,000	70%	22,400		22,400	4,750	17,650
6/19- 21	Philadelphia Orchestra	3	B	101,400	70%	71,000		71,000	54,000	17,000
6/22	DARK									
6/23- 6/28	Metropolitan Opera	7	*	415,660	87%	361,600		361,600	386,000	<24,400>
6/29	Jose Feliciano	1	D	36,000	70%	22,400		22,400	8,500	13,900
6/30	The Panovs	1	B	33,800	70%	23,700		23,700	16,000	7,700
7/1	Woody Herman and Stan Kenton	1	D	32,000	60%	19,200		19,200	7,500	11,700
7/2	B. B. King and Bobby Bland	1	D	32,000	60%	19,200		19,200	11,000	8,200
7/3	Baltimore Symphony Orchestra	1	C	26,300	30%	8,000		8,000	7,000	1,000
7/4	July 4th Gala									
7/5	Benny Goodman and His Sextet	1	D	32,000	70%	22,500		22,500	8,500	14,000
7/6	St. Paul Chamber Orchestra	1	75%	32,500	30%	10,000		10,000	17,800	<7,800>
7/7	DARK									
7/8- 7/10	Eliot Feld Ballet	3	C	78,900	25%	18,150	6,250	24,400	38,500	<14,100>
7/11	Cleo Laine with John Dankworth	1	D	32,000	40%	12,800		12,800	6,500	6,300
PAGE TOTAL				1,005,560		689,750	6,250	696,000	598,650	97,350

DATE	ATTRACTION	NO. OF PERF	SCALE	MAXIMUM INCOME	% ANTIC	REVENUE AM'T	GRANTS	SUB-TOTAL INCOME	ARTISTS & PROD. COST	NET INCOME PROFIT (LOSS)
7/12	Loretta Lynn	1	D	32,000	70%	22,400		22,400	10,500	11,900
M & E 7/13	National Dance Company of Senegal	2	E&D	50,500	40%	20,000		20,000	9,000	11,000
7/14- 7/16	DARK FOR REHEARSAL									
7/17- 7/20	Kismet	4	B	135,200	80%	108,200		108,200	160,000	<51,800>
7/21	Stars of the Grand Ole Opry	1	D	32,000	60%	19,200		19,200	4,000	15,200
7/22	Preservation Hall Jazz Band	1	D	32,000	60%	19,200		19,200	4,500	14,700
3:30 PM. 7/23	NSO/Rudel - Mahler Concert	1	C	26,300	40%	10,500		10,500	17,600	<7,100>
12 Midnight 7/23	Amram Concert	1	#5	32,500	30%	9,500		9,500	9,025	475
7/24	Rehearsal									
7/25	Peter Nero and Lana Cantrell	1	D	32,000	60%	19,200		19,200	11,900	7,300
7/25-7/26 7/26	(Free Event - University of Maryland Concert) NSO/Copland Concert	1	C	26,300	50%	13,000		13,000	22,260	<9,260>
7/27	Roberto Devereux	2	*	47,300	70%	33,100		33,100	46,000	<12,900>
7/28	Maynard Ferguson	1	D	32,000	40%	12,800		12,800	5,000	7,800
7/29	Roberto Devereux	1	*	47,300	70%	33,100		33,100	46,000	<12,900>
7/30	NSO/Mauceri and Fox	1	C	26,300	60%	16,200		16,200	15,800	400
7/31	"Pop Module"	1	D	32,000	40%	12,800		12,800	5,000	7,800
8/1- 8/3	National Folk Festival	3	E	57,000	35%	20,000		20,000	18,000	2,000
8/4	DARK									
8/5- 8-9	Joffrey Ballet	5	C	131,500	45%	59,200	15,400	74,600	78,000	<3,400>
8-9 8/10	Emmett Kelly Jr. Circus	2	E&D	47,500	40%	19,000		19,000	6,500	12,500
PAGE TOTAL				819,700		447,400	15,400	462,800	469,085	<62,857>

DATE	ATTRACTION	NO. OF PERF	SCALE	MAXIMUM INCOME	% ANTIC	REVENUE AMT	GRANTS	SUB-TOTAL INCOME	ARTISTS & PROD. COST	NET INCOME PROFIT (LOSS)
8/11	Evening with Romberg	1	C	26,300	40%	10,500		10,500	7,000	3,500
8/12	Mary Travers and Glenn Yarbrough & Limeliter	1	D	32,000	60%	19,200		19,200	10,000	9,200
8/13	NSO/Kostelanetz "Evening in Spain"	1	C	26,300	75%	19,750		19,750	13,350	6,400
8/14	Virgil Fox	1	D	32,000	75%	24,000		24,000	8,000	16,000
8/15	Conway Twitty Show	1	D	32,000	60%	19,200		19,200	10,500	8,700
8/16	NSO/Rudel/Verdi: Requiem	1	C	26,300	55%	14,200		14,200	24,100	<9,900>
8/17	Dionne Warwick	1	D	32,000	70%	22,400		22,400	13,000	9,400
8/18	Barbershop Harmony Parade	1	E	18,500	25%	5,000		5,000	1,000	4,000
8/19	Bonnie Raitt and Mose Allison	1	D	32,000	60%	19,200		19,200	9,000	10,200
8/20	NSO/Kostelanetz "Evening in Russia"	1	C	26,300	77%	20,250		20,250	14,650	5,600
8:30 PM 8/21	Love's Old Sweet Song	1	C	26,300	40%	9,300		9,300	6,500	2,800
12 midnight 8/21	David Amram	1	E	32,500	30%	9,500		9,500	6,350	3,150
8/22 -23	New York Philharmonic	2	B	67,600	60%	40,600		40,600	40,000	600
3:30 PM 8/24	Bill Cosby	1	E	18,500	60%	11,000		11,000	10,500	500
8:00 PM 8/24	Chamber Music Society of Lincoln Center	1	C	26,300	30%	8,100		8,100	9,000	<900>
8/25- 8/27	DARK									
8/28 & 8/30	Crucible	2	B	67,600	60%	40,500		40,500	105,000	<64,500>
8/31	Glenn Miller Orchestra	1	E	18,500	60%	11,000		11,000	4,500	6,500
9/1	Salute to Labor									
9/2	DARK									
9/22	Four Seasons	1	D	32,000	60%	19,200		19,200	8000	11,200
PAGE TOTAL				572,700		322,000		322,900	300,450	22,450

GERALD R. FORD LIBRARY

WOLF TRAP FOUNDATION
SALES (BOX OFFICE) BUDGET
FISCAL YEAR 1975

1. Salaries

<u>Permanent Staff</u>		
Box Office Manager (\$210/wk)	\$ 10,920	
Ass't. B.O.Mgr. (\$170/wk)	<u>8,840</u>	\$ 19,760
 <u>Group Sales (2/3/75-9/1/75)</u>		
Salesman (\$150/wk) (30 wks)	4,500	
Secretary (\$3/hr. 20 hr. wk/8 wks)	<u>600</u>	5,100
 <u>Subscription (2/18/75-4/25/75)</u>		
6 Ticketron/mail order personnel (@ \$2.75/hr)		6,600
 <u>Season Staff (4/28/75-9/7/75)</u>		
3 Administrative @ \$3/hr	6,840	
14 Ticketron/window @ \$2.75/hr	29,260	
9 Mail Order/processing @ \$2.50/hr	<u>17,100</u>	53,200
 <u>Telephone Information (6/9/75-9/7/75)</u>		
4 Telephone personnel @ \$2.25/hr		4,680
Employee Benefits - FICA/Hosp. @ 7%		6,245
TOTAL SALARIES		<u>95,585</u>

2. Equipment Rental & Purchase

1 American Express Centurion Authorization Computer Terminal (\$30/mo. for 8 mos.)	240	
2 Ticketron terminals additional (\$200/mo/ea. for 5 mos.)	2,000	
1 Codaphone Answerphone	310	
1 Bates Numbering Machine	50	
1 Electric Calculator	40	
1 Pitney-Bowes Electric Letter Opener	<u>200</u>	2,840



WOLF TRAP FOUNDATION

SALES (BOX OFFICE) BUDGET

FISCAL YEAR 1975

Page 2 Cont'd

3.	<u>Ticketron Fees - Estimated</u>	28,000
4.	<u>Printing</u>	
	Instant Credit Envelopes	1,000
	Voucher Agency Envelopes	200
	Group Sales Contracts	1,000
	Location Passes	250
	Rain Checks	250
	Box Office Forms	100
		<u>2,800</u>
5.	<u>Miscellaneous</u>	
	Travel	1,000
	Postage	2,000
	Contingency Factor	1,000
		<u>4,000</u>
	TOTAL FISCAL BUDGET	<u>\$133,225</u>



WOLF TRAP FOUNDATION

ADVERTISING BUDGET
FISCAL YEAR 1975

1. Advertising

Newspaper	\$ 80,000	
Production	<u>15,000</u>	
SUB-TOTAL		\$ 95,000
Pre-Season Newspaper		6,000
Magazine	7,000	
Production	<u>1,000</u>	
SUB-TOTAL		8,000
Radio	25,000	
Production	<u>7,000</u>	
SUB-TOTAL		32,000
TV	30,000	
Production	<u>20,000</u>	
SUB-TOTAL		50,000
Graphics		5,500
Agency Services ⁽¹⁾		<u>24,000</u>
ADVERTISING TOTAL		<u>\$220,500</u>

2. Printing

Brochure (News Insert)	\$ 25,000	
Brochure (Subscription)	17,000	
Mini-Brochure (promo)	5,000	
Institutional Brochure	8,000	
Matchbook Map	6,500	
Group Sales Brochure	<u>3,000</u>	
PRINTING TOTAL		\$ 64,500

3. Program Magazine⁽²⁾

Program Notes	\$ 2,000	
Travel for Special Ads	500	
Miscellaneous Overhead	<u>400</u>	
PROGRAM MAGAZINE TOTAL		\$ 2,900

4. Estimated Other

Costs of Stites' Operation ⁽³⁾		<u>\$ 5,000</u>
TOTAL		<u><u>\$292,900</u></u>

Notes:

- (1) This figure is straight contract payment/rebates on advertising placement of approximately 15% not included.
- (2) This figure only includes debit factor/no advertising sales possibilities are included.
- (3) Does not include final termination billing from West & Brady.



WOLF TRAP FOUNDATION

WOLF TRAP COMPANY TRAINING PROGRAM

FISCAL YEAR 1975

Training Staff

Director (Moriarty)	12 wks @ \$600	\$ 7,200
Improvisation (Balk)	9 wks @ \$500	4,500
Coach (Skrobacks)	11 wks @ \$260	2,860
Movement (Ambrose)	9 wks @ \$350	3,150
3 Accompanists	9 wks @ \$175	4,725
Makeup Instructor & Materials		2,500
Payroll Costs		<u>2,050</u>
		<u>\$26,985</u>

Administrative Staff

Administrator	13 wks @ \$200	\$ 2,600
Assistant	13 wks @ \$150	1,950
Payroll Costs		<u>365</u>
		<u>\$ 4,915</u>

Travel

Training Staff		\$ 1,500
Auditions		<u>7,500</u>
		<u>\$ 9,000</u>

Materials & Facilities

Madeira School (net) (Schedule I)		\$12,000
Local Transportation		1,750
Telephone		<u>1,250</u>
		<u>\$15,000</u>

Production

Production Manager	12 wks @ \$250	\$ 3,000
Costumer	13 wks @ \$200	2,600
3 Technicians	10 wks @ \$120	3,600
Payroll Costs		1,000
ALBERT HERRING Production(Schedule I)		<u>18,250</u>
		<u>\$28,450</u>

SUB-TOTAL \$ 84,350

25 Wolf Trap Company Artists 41,400

TOTAL \$125,750



Madeira School Costs Estimate

12 Rooms and Board in New Dorm @ \$15.60/day	\$15,724.80
Chapel Auditorium for 4 performances	\$ 1,100.00
Lounge @ \$35/week	\$ 420.00
Scene Shop @ \$55/week	\$ 660.00
5 New Dorm rooms @ \$7.50/day for rehearsal	\$ 3,150.00
Gymnasium @ \$100/wk	\$ 1,200.00
	<u>\$22,255.00</u>
Less Rental pd. by Artists for 12 Rooms @ \$75/wk	(\$10,800.00)
Net Cost of Facilities	\$11,455.00
Electricity	<u>\$ 545.00</u>
	<u>\$12,000.00</u>

ALBERT HERRING Production Costs Estimate

Settings, Properties, Lighting	\$ 3,000.00
Costumes	\$ 3,000.00
Musical Materials, Rights	\$ 2,000.00
Director's Fee	\$ 2,000.00
Orchestra	\$ 7,000.00
Trucking	\$ 250.00
Misc.	\$ 1,000.00
	<u>\$18,250.00</u>



WOLF TRAP FOUNDATION

OFFICE OF THE GENERAL DIRECTOR BUDGET

FISCAL YEAR 1975

1. Personnel

General Director	\$ 36,000
Artistic Administrator	23,000
Production Administrator	23,000
Administrative Assistant	14,600
Secretary/Receptionist ($\frac{1}{2}$)	4,500
Production Assistant	1,875
Payroll Benefits	<u>7,500</u>
	\$110,475

2. Consultant(s) 10,000

3. Conferences, Entertainment 4,000

4. Travel 12,000

5. Contingency 2,500

T O T A L \$138,975



WOLF TRAP FOUNDATION

ACCOUNTING BUDGET

FISCAL YEAR 1975

Salaries & Benefits	\$ 9,937
Part-Time Summer Help	4,488
Computer Services	
(Payroll, etc.)	<u>5,000</u>
TOTAL	<u><u>\$19,425</u></u>

WOLF TRAP FOUNDATION
OPERATIONS SERVICES BUDGET
FISCAL YEAR 1975

1. Salaries & Benefits

Salaries	\$ 58,850	
FICA	3,261	
Hospitalization Insurance	<u>1,620</u>	
		\$ 63,731

2. Travel & Promotion

Travel Expenses	1,000	
Business Conf. Promotion & Entertainment	1,000	
Other Services (e.g. Kitchen)	<u>1,500</u>	
		3,500

3. Office Supplies

Stationery Supplies	5,000	
Subscriptions & Publications	1,500	
Misc. Office Supplies	<u>2,000</u>	
		8,500

4. Auto Expense

Auto & Other supplies	2,500	
Rental Auto during season	<u>3,000</u>	
		5,500

5. Telephone & Telegraph 1,000

6. Equipment Rental & Maintenance

Technical Equipment (Xerox)	14,000	
Rentals (Pitney Bowes, IBM)	7,000	
Maintenance (all office equipment & auto)	2,500	
Maintenance contracts	<u>500</u>	
		24,000

7. Flowers & Gifts 1,120

8. Postage 30,000

9. Contingency Reserve 1,200

TOTAL BUDGET \$138,551



WOLF TRAP FOUNDATION

COMMUNICATIONS AND MARKETING DEPARTMENT BUDGET

FISCAL YEAR 1975

1. Administrative Salaries

Director	\$ 18,600	
Executive Assistant	8,750	
Administrative Assistant	5,500	
Typist	4,000	
Driver/Messenger (temporary)	1,870	
FICA	<u>2,265</u>	
		\$ 40,985

2. Operational Overhead

General Operating	\$ 2,500	
Reimbursed Travel & Promo	6,000	
Group Hospitalization	1,615	
Postage	18,000	
Photographer & Prints	9,000	
Clipping Service	1,500	
Mailing List Maintenance	15,000	
In-House Press Ent.	400	
Contingency Reserve	<u>5,000</u>	
		\$ 59,015
SUB-TOTAL		\$100,000

3. Salaries, taxes, and miscellaneous
costs of Stites' operation,
October 1, 1974 - January 31, 1975

TOTAL \$112,000



WOLF TRAP FOUNDATION

ASSISTANT TO THE CHAIRMAN BUDGET

FISCAL YEAR 1975

Salaries & Benefits	\$ 41,609
Promotion & Entertainment	2,000
Travel Expenses	4,000
Contingency Reserve	<u>391</u>
	<u>\$ 48,000</u>

CONTROLLER'S BUDGET

FISCAL YEAR 1975

Salaries & Benefits	\$ 21,170
Part-Time Summer Help	<u>2,117</u>
	<u>\$ 23,287</u>

DEVELOPMENT BUDGET

FISCAL YEAR 1975

Salaries & Benefits	\$ 43,338
Promotion, Entertainment and Printing/Publications	9,000
Telephone	2,400
Supplies	500
Typewriter	<u>800</u>
	<u>\$ 56,038</u>



WOLF TRAP FOUNDATION
NON-DEPARTMENTAL COSTS BUDGET
FISCAL YEAR 1975

1. Interest expense	\$ 40,000
2. Insurance	30,000
3. Audit fees	12,000
4. Legal fees	8,000
5. Depreciation expense	5,000
6. Unemployment insurance	4,000
7. Memberships	1,000
	<hr/>
TOTAL	\$100,000



FINANCIAL HIGHLIGHTS
February 20, 1975

CASH & PAYABLES

1. Cash in Banks \$ 72,600

ACCOUNTS PAYABLE

1. Madeira School - for Wolf Trap Company \$ 34,000
1974
2. Current Operating Bills 13,500
3. Interest due 2/27/75 4,537
\$ 52,037

Cash in excess of payables \$ 20,563

BANK LOAN

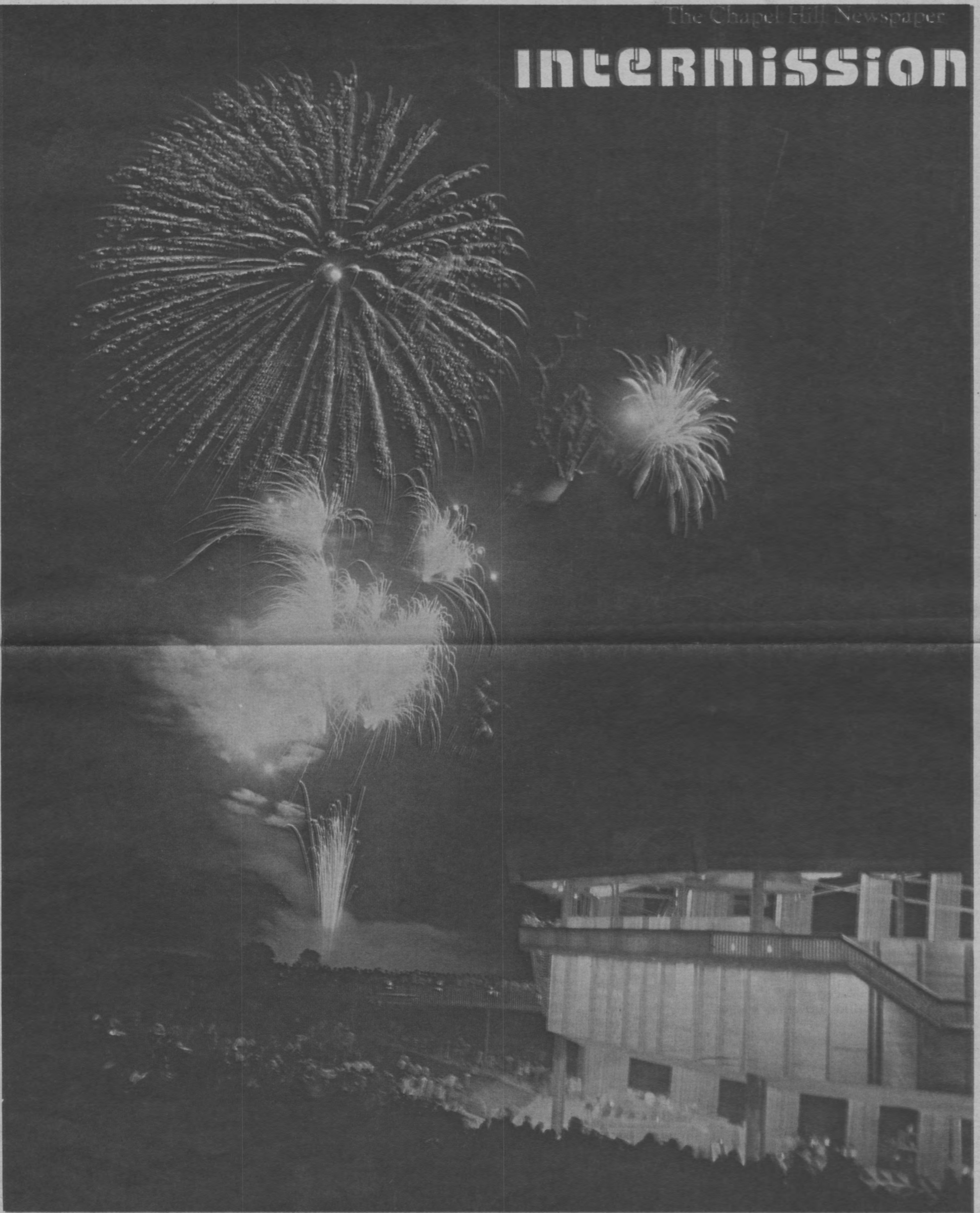
Bank Line of Credit \$500,000
Amount Borrowed 450,000
Balance Available \$ 50,000
Total Available Cash & Line of Credit \$ 70,563

1975 BUDGET - PRELIMINARY

Receipts \$2,662,000
Expenditures 3,039,500
Operational Loss (\$ 377,500)



INTERMISSION



Wolf Trap Farm Park Announces Another Season Of Performers (See Page 19).

SUNDAY, FEBRUARY 9, 1975

FILENE CENTER / WOLF TRAP FARM PARK FOR THE PERFORMING ARTS

THE WOLF TRAP FOUNDATION

CUMULATIVE REPORT

DEPARTMENT OF COMMUNICATIONS

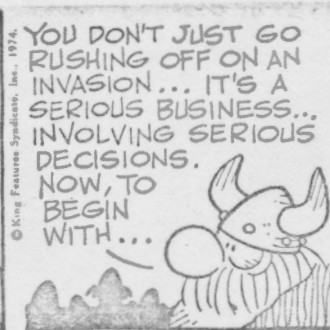
SEPTEMBER 14, 1974 THROUGH FEBRUARY 19, 1975



1624 TRAP ROAD • VIENNA, VIRGINIA 22180 • (703) 938-3810

CREATED BY ACT OF CONGRESS, 1966 • ADMINISTERED BY THE NATIONAL PARK SERVICE, UNITED STATES DEPARTMENT OF THE INTERIOR

A Concerted Attempt to Change the Old
WOLF TRAP WAY



CUMULATIVE REPORT
DEPARTMENT OF COMMUNICATIONS
SEPTEMBER 14, 1974 through February 19, 1975

This report will enumerate the activities of the Department of Communications and Marketing and the new consolidated Department of Communications as overviewed since the last meeting of the Board of Directors on September 14, 1974.

DEPARTMENT OF COMMUNICATIONS AND MARKETING

Under the direction of Alfred Stites, this department was responsible for the limited advertising following the end of the 1974 season; sale and advertising of gift certificates; and the booking of popular attractions under the supervision of the General Director.

1. Advertising

Ads were placed promoting the sale of gift certificates during the late fall and winter of 1974. Posters were designed and placed prominently in several business establishments.

2. Booking - Popular Attractions

This subject will be covered by the report of the Office of the General Director.

3. Gift Certificates

423 gift certificates have been sold since the beginning of the campaign in late Fall.

DEPARTMENT OF COMMUNICATIONS

Effective February 1, 1975, the Department of Communications under the direction of Luke Bandle was established, consolidating the Department of Communications and Marketing with the department formerly responsible for publicity, promotion, and public affairs.

This report will detail the activities in both the fields of promotion before the consolidation, and advertising and promotion after the departments were merged.

GENERAL

1. Newspaper Coverage: Press Intelligence, Inc., clipping service for this department, has delivered 124 clippings to date since the last report. (See Appendix A)



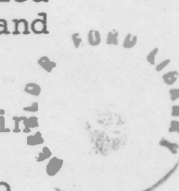
2. Arts List Co-op

In cooperation with the majority of the local performing arts organizations in the area, a mailing list exchange has finally been agreed upon. The result is an expanded base of contacts for all organizations. Lists from the National Symphony, Arena Stage, Ford's Theatre, WETA, Folger Theatre and the Opera Society of Washington will be utilized for the mailing on February 28 of the first Wolf Trap subscription series.

RADIO-TELEVISION

Promotional Appearances Completed

1. Mrs. Jouett Shouse appeared on PANORAMA originating from the new Hirshhorn Gallery in a discussion on the state of the arts.. Also appearing were Nancy Hanks from the National Endowment and David Lloyd Kreeger representing the National Symphony.
2. Luke Bandle appeared on a fund-raising telethon for public television station WNVN in behalf of Wolf Trap.
3. Mrs. Bandle was also featured on a 1/2 hour WAVA-AM and WEEL-FM program, NORTHERN VIRGINIA FACES THE NATION, and on the STAN KARAS SHOW, WAVA-FM twice covering institutional information, the 1975 season, the Associates lecture/luncheons and the new subscription series.
4. Ralph Hoffmann and Luke Bandle appeared on the WTTG-TV Muscular Dystrophy telethon in behalf of Wolf Trap.
5. During the Bi-Centennial Convention sponsored by the Associated Council on the Arts, Luke Bandle appeared on Oklahoma City and Tulsa public television stations promoting the IN PERFORMANCE AT WOLF TRAP series and doing institutional advertising for Wolf Trap.
6. To promote the Carols at Wolf Trap program, Luke Bandle appeared on seven different radio station programs to encourage people to attend the program. 7,000 did. The same kind of wide-spread promotion is planned for the Sunrise Easter Service.
7. Radio station WMAL-AM & FM carried taped re-broadcasts of the Christmas program at Wolf Trap on Christmas Day with fund-raising comments by Luke Bandle and Tom Gauger. The Voice of America transmitted the program around the world on Christmas Day and National Public Radio excerpted for re-broadcast.
8. Luke Bandle gave a telephone interview to a radio station in New Orleans, Louisiana. The Opera Society of Washington's production of MANON had been taped by National Public Radio and was being presented there. Mrs. Bandle was also allowed to discuss Wolf Trap at some length on the same interview.



Promotional Appearances in Process

1. Mrs. Jouett Shouse will accept a scholarship from the Vienna Rotary Club at a luncheon on February 19.
2. Mrs. Jouett Shouse and Luke Bandle will appear on WMAL-AM & FM, the Hardin & Weaver Show, the week of February 24 to promote the subscription series and do institutional promotion.
3. In conjunction with a trip to Canada to promote group tour sales of 1975 tickets, Luke Bandle will appear on radio and television in Toronto, Montreal, and Ottawa in mid-March.
4. The week of March 10 is set for appearances on radio and television shows in Richmond for Luke Bandle in conjunction with a trip to set up groups for audience survey and ticket sales in the Tidewater area.
5. WAMU, the American University National Public Radio affiliate, a station over which Mrs. Bandle formerly broadcast a weekly opera interview feature, has requested a 1975 schedule be set up for a Wolf Trap feature.
6. At least a dozen other radio and television features including WMAL-TV's AM WASHINGTON program are planned for the next two months.

IN PERFORMANCE AT WOLF TRAP

1. Executive Producer David Prowitt is readying for immediate delivery a film to be edited from the original series and to be used as a marketing tool with potential group sales and other clients.
2. The National Park Service in association with a contracted production film group has produced a film about Wolf Trap which will soon be available for use by the Associates lecture bureau, for general distribution useage in schools, churches, and other community organizations, business and civic groups across the nation. Claire St. Jacques has been monitoring the editing process.
3. IN PERFORMANCE AT WOLF TRAP will be re-run on consecutive Thursdays beginning April 24 on all PBS affiliate stations. This will help encourage 1975 season sales.
4. There are very strong indications that Atlantic Richfield in conjunction with WETA-TV will video-tape at least 7 programs from the 1975 season for broadcast over all PBS affiliates.



ADDITIONAL RADIO TELEVISION PROMOTIONS

1. WGMS-AM & FM will again produce a two-hour special on Wolf Trap for this fifth anniversary season. The Director of Communications is presently working out details of this new format special with WGMS.
2. Either WGMS or WMAL will tape a promotional spot with Beverly Sills at her convenience.
3. WRC-TV will video-tape six separate public service announcements promoting Wolf Trap General (Let This Be the Summer YOU Discover Wolf Trap), the subscription series, and other major items.
4. The Communications Department has proposed special radio-television nights in which stations would either purchase tickets for their invited guests on that evening, or ticket trades for station time would be used as part of the regular advertising program. Advantages of such a series of special programs would be increased free air publicity (each radio and/or television personality would be asked by their station to attend that evening) and would broaden the base of public attendance.
5. A meeting with the producer of AM AMERICA has been scheduled to discuss summer-long coverage of Wolf Trap.

FEBRUARY WITH THE ARTS

1. This important lecture/luncheon series sponsored by the Wolf Trap Associates under the chairmanship of Mrs. Carl Swan Weber, has coverage by the majority of the local press including a large story with pictures in the Washington Post.
2. The Voice of America is taping the programs in their entirety for broadcast overseas.
3. Raw tapes will be provided National Public Radio for re-broadcast in this country.
4. Chairman Ruthanna Weber appeared on a PREVIEW program on WGMS promoting the series.
5. WGMS taped an interview with Gunther Schuller at that time and plans a final taping on February 24.
6. Table cards were designed to promote subscriptions, designed and produced 1st subscription series.



AUDITIONS FOR WOLF TRAP COMPANY

1. Promotional efforts supporting the Wolf Trap Company auditions began with the issuance of a press release nationally to all media; a mailgram sent to music editors of the major national newspapers; and telephone calls following up these contacts.
2. Advertisements were placed in six newspapers serving regions outside the Washington, D.C. area on Sunday, December 29 - The Boston Globe, the New Orleans Times-Picayune, the Dallas Morning News, the San Antonio Express, the St. Louis Post-Dispatch, and the Cincinnati Inquirer.
3. A feature story was done in the Washington Star-News with pictures Monday, January 13.
4. Feature articles in Reed Reports went out in all Newhouse Newspapers.
5. Feature Associated Press article circulated to dozens of AP outlets.
6. Posters and brochures were put together to send out to schools and other outlets.

ADVERTISING

1. Bill Rolle & Associates has been contracted as the agency of record for all advertising for the Wolf Trap Foundation.
2. Advertising schedule proposed for season is attached. (See Appendix B)

OTHER ACTIVITIES OF NOTE

1. Application has been made to the National Endowment for a grant of \$25,000 to be used in the area of audience development.
2. Executive Systems Inc. has been contracted to restructure and maintain the various mailing lists at Wolf Trap. This has been a major project of reconstruction and Eveline Hyde has been working as the immediate supervisor.

The general list now has over 50,000 correct names and addresses and is programed to list other pertinent information relating to marketing and fund-raising.



3. The Chapel Hill Newspaper published a story and front page full-color photograph in its INTERMISSION Sunday supplement on February 9. (See Appendix C)
4. A continuous showing of some of the IN PERFORMANCE videotapes and a special group sales brochure gave information on Wolf Trap to all Virginia travel agents and travel writers. Carol Harford, Luke Bandle, Sam Paul, Mark Auerbach, and Susan Waters represented Wolf Trap at a three-day Virginia Travel Council convention on January 22, 23, and 24. Much interest was shown and many requests for additional literature have been received.
5. Letters are sent along with additional information to each person or organization whose names and addresses are received as prospective visitors to the Washington Area from the Washington Convention and Visitor's Bureau. A display is planned for their annual convention.


PROGRAM MAGAZINE

1. A contract has been negotiated with Dondor Publishing/Southern Printing for publication of CENTERLINES Magazine, the official program for each Filene Center production. Under this contract, Wolf Trap will receive the planned 32 page program book free of charge. In return, Southern Printing will sell advertising packages to large donor/sponsors for specified pages in each of the four books and will also receive a 15% commission on any additional advertising sold through the Communications Department.
2. Material is being gathered; a program notes writer is at work; individuals have been asked to prepare informational articles on various subjects for inclusion in the program. All material is planned for copy ready no later than May 15.

TICKET SERVICES

Box Office

A thorough evaluation of the box-office operating procedure was made by Manager Mark Auerbach and Assistant Manager Susan Waters. The following changes in operational procedure were instituted for a more efficient and expedient ticket servicing and accounting.

1. After job descriptions were written, salaries were standardized to fit the job.
 2. Mail order process on assembly line style was set up to ensure one week service.
 3. An American Express Centurion Terminal was leased to eliminate telephone charge authorizations.
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4. Instant Credit has been streamlined to handle increased numbers of incoming calls.
5. Ticketron has been programmed to "dress the house" rather than to sell one row at a time. The program will also block all performances of the same price scale on one event code, thus expediting window sales at the box office and remotes.
6. Voucher ticket agencies have been realigned. New agencies have been established.

MAILING LIST

1. All 1974 Instant Credit patrons have been added to the new computerized mailing list.
2. A comprehensive Group Sales mailing list has been compiled and coded into the computer.

GIFT CERTIFICATES

1. This season the Gift Certificate sales campaign was organized and instituted by the Department of Communications and Marketing. This year the box office was only responsible for the sale and deposit of funds.
2. As of February 18, 423 gift certificates had been sold.

GROUP SALES

In January, 1975, the Group Sales operation was realigned and put back under the operational direction of the box office. Since that time the following programs have been instituted for the 1975 season with a projected goal of \$200,000 in sales.

1. A group salesman, Peter Grigsby, was employed. Mr. Grigsby has had extensive experience in sales in the performing arts.
2. A group sales brochure was developed through the Communications Office. A one-page capsule sheet was developed and printed for distribution at the Virginia Travel Council Convention. Brochure distribution: 10,000.
3. Group sales discount was realigned to increase sales potential: a 15% discount will be given for groups of 25 to 199, and a 20% discount for groups of 200 or more.
4. Hotel packages are being developed for both groups and individuals at the Sheraton Reston and the Dulles Marriott Hotels.



5. Specialized flyers will be distributed to various groups enforcing sales of limited appeal attractions. Such flyers are also being developed on dance programs to encourage greater attendance at those performances.

OUTREACH PROGRAMS

The Manager of Ticket Services has coordinated the following activities in conjunction with the Director of Communications:

1. Seminar on Wolf Trap Box Office/Ticketron/Group sales for the following organizations:
 - A. American University Department of Performing Arts Graduate Program in Arts Administration.
 - B. National Endowment of the Arts Internship in Arts Administration Program.
 - C. Yale University School of Drama Theatre Administration Program.
 - D. Federal City College Communicative Arts Department.
2. The Wolf Trap Box-Office is sponsoring "work experience" interns in Arts Administration.
3. Ticketron has used Wolf Trap as a pilot program example of a fully utilized Ticketron box-office for a performing arts center. Staff members from other performing arts organizations will be visiting Wolf Trap to see the operation before installing Ticketron.
4. Mr. Auerbach has spent time in the subscription and group sales offices of several New York and Washington organizations observing sales and instant charge procedures.

SEASON ANNOUNCEMENT TO PRESS

1. Luncheon given by Mrs. Jouett Shouse for writing press. Press kits and other promotional data designed for presentation. Response overwhelming--articles in post, Star, and others.
2. Cocktail Party given by Mrs. Shouse for Radio-TV press. Press response excellent in spite of snow storm. Much coverage from stations on subscription series.
3. Aside from the variety of press attending, the major function of this conference was achieved - to help eliminate ticket problems with the Metropolitan Opera this year that gave Wolf Trap such bad press last season.
4. Also introduced press to new Director of Development.



In addition to the above, press releases were sent out on each of the seven television shows, pieces will appear in Forecast, the Washingtonian, and several other magazines on the series and on the subscription campaign. The Director of Communications visited all important papers and magazines in New York which resulted in some coverage of Wolf Trap and of the series.

Close work with people from Atlantic Richfield and WETA-TV along with press parties in New York and Washington helped increase press coverage of the series.

Lectures are planned by the Director of Communications and the Manager of Ticket Services in several Universities and Colleges throughout Virginia, North and South Carolina and Maryland involving Wolf Trap and many aspects of the performing arts.

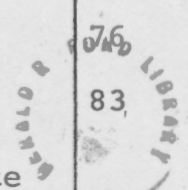
Although never satisfied, the Director of Communications is pleased with the team efforts by Sam Paul, Executive Assistant; Mark Auerbach, Manager of Ticket Services; and Susan Waters, Assistant Manager, Ticket Services and all the other people who, by working together, have made possible major accomplishments over the past few weeks.

We plan to make the motto LET THIS BE THE SUMMER YOU DISCOVER WOLF TRAP! be known world wide before the end of the year.



CLIPPING LOG

DATE:	SUBJECT:	SOURCE:	PAGE:
9-29	IN PERFORMANCE series	Washington Post/Carmody	H-1
9-11	Int'l. Childrens Festival	Sentinel/Quantrill	
9-4	Middendorf	Miami NEWS	
9-10	Int'l. Childrens Festival	Alexandria Gazette	
9-13	Int'l. Childrens Festival	McLean Providence Journ.	
9-10	Int'l. Childrens Festival	Northern Va. Sun (pic)	
9-4	AS YOU LIKE IT	Norfolk Ledger-Star	
9-29	IN PERFORMANCE series	New York NEWS/Gardella	TV-1
9-10	Int'l. Childrens Festival	Northern Va. Sun (pic)	
9-12	Regimental Ball	Alexandria Gazette	
9-12	Int'l. Children's Festival	Reston Times	
9-12	Int'l. Children's Festival	Alexandria Gazette	
9-12	Int'l. Children's Festival	Reston Times	B-1
9-22	Regimental Ball	Nflk. Virginian-Pilot	G-9
9-14	Int'l. Children's Festival	Wash. Afro-American	
9-26	Wolf Trap - General	Northern Va. Sun	
9-10	IN PERFORMANCE series	Long Island Press	
9-21	Regimental Ball	Wichita, KA Eagle	
9-27	New Theater	Northern Va. Sun	Ed.
10-14	IN PERFORMANCE series	New York/Stock	68
9-26	Arlo Guthrie	Vienna News/Russell	
9-16	Regimental Ball	Alexandria Gazette/Miller	
10-14	IN PERFORMANCE/Daughter	New York/Rich	
10-14	IN PERFORMANCE/Daughter	Time/Bender	83
10-4	IN PERFORMANCE series	Ardmore, OK Ardmoreite	
10-5	IN PERFORMANCE series	Statesville NC Rec.&Land.	
10-7	IN PERFORMANCE series	Hend'ville NC Times-News	
10-5	IN PERFORMANCE series	Flint MI Journal	



28

CLIPPING LOG

DATE:	SUBJECT:	SOURCE:	PAGE:
10-7	IN PERFORMANCE series	Poughkeepsie NY Journal	
10-4	IN PERFORMANCE series	Victoria TX Advocate	
10-14	IN PERFORMANCE/Daughter	Richmond Times Dispatch	(NYTimes
10-9	IN PERFORMANCE series	Hopkinsville KY New Era	
10-15	IN PERFORMANCE series	Uniontown PA Herald	
10-13	IN PERFORMANCE series	Bowling Green KY News	
10-11	IN PERFORMANCE/Daughter	LA Times/Bernheimer	IV-11
10-14	IN PERFORMANCE/Daughter	Lexington KY Herald	(NYTimes
10-12	IN PERFORMANCE series	Little Rock AR Gazette	
10-23	Mrs. Shouse	Washington Star-News	C-1
10-11	IN PERFORMANCE series	Shelbyville Ind. NEWS	11
10-21	IN PERFORMANCE/Daughter	Farimont WVa Times	
10-13	IN PERFORMANCE/Daughter	Cincinnati OH Enquirer	
10-11	IN PERFORMANCE series	Pop. Bluff Mo. AM. REP.	
10-27	IN PERFORMANCE/Vaughan	Boston GLOBE	
10-7	IN PERFORMANCE series	Ontario, CA REPORT	
10-4	IN PERFORMANCE series	Columbus Ind REPUBLIC	
10-13	Jane Bane	Buffalo NY Courier Exp.	
10-4	IN PERFORMANCE series	Victoria TX ADVOCATE	
10-22	IN PERFORMANCE series	Somerset KY Comm. Jrnl.	
10-12	IN PERFORMANCE/Daughter	Buffalo NY News/Gaudas	
10-13	Bala Misra, dancer	Columbus, OH Dispatch	
10-15	IN PERFORMANCE/Daughter	Memphis TN Press-Scim	
10-14	IN PERFORMANCE/Daughter	Minneapolis TRIBUNE	
10-14	IN PERFORMANCE series	Austin, TX Amer.Stsman	
10-28	IN PERFORMANCE/Vaughan	New York News/Gardella	68
10-28	IN PERFORMANCE/Vaughan	Washington Post/Dreyfuss	B-11

DATE:	SUBJECT:	SOURCE:	PAGE:
10-19	IN PERFORMANCE series	Lexington KY Herald	
10-10	IN PERFORMANCE series	Boston Herald American	
10-11	IN PERFORMANCE series	Dickenson ND Press	
10-17	IN PERFORMANCE series	Shreveport LA Journal	
11-2	Der Rosenkavalier/Lear	Washington Post - Hume	
10-19	IN PERFORMANCE/Daughter	New Orleans States-Item	
10-17	IN PERFORMANCE series	Phoenix, Ariz. Gazette	
10-28	IN PERFORMANCE/Vaughan	Nashville, TN Banner	
10-28	IN PERFORMANCE series	Cincinnati Enquirer	
10-27	IN PERFORMANCE/Vaughan	Little Rock Gazette	12A
11-11	IN PERFORMANCE/Menuhin	New York News/Gardella	74
10-21	IN PERFORMANCE series	Carson City, Nev. Appeal	
10-24	IN PERFORMANCE/Daughter	W. Hartford CT News/Shelley	
10-23	IN PERFORMANCE series	Pottsville, PA Republican	
10-22	IN PERFORMANCE series	Superior, Wisc. Telegram	
11-11	IN PERFORMANCE/Menuhin	Wash. Star News/Lowens	C-6
10-28	IN PERFORMANCE/Vaughan	Muncie, Ind. STAR	
10-27	IN PERFORMANCE series	Burlington NC Times News	4D
11-4	IN PERFORMANCE/Menuhin	Hollywood FL Sun-Tatler	2-D
11-24	Christmas Carols	Richmond VA Times-Dispatch	
11-8	IN PERFORMANCE SERIES/Menuhin	Waycross GA Journal-Herald	
11-22	Middendorf	Burlington, VT Free Press	(LA Times
11-17	IN PERFORMANCE series	Anderson IN Herald	
12-9	IN PERFORMANCE/Feld	Washington Post	15-B
11-21	Christmas Carols	Vienna, VA NEWS	
11-24	Middendorf	Milwaukee, Wisc. Journal	IV-1 LAT
12-9	IN PERFORMANCE/Feld	New York Times/O'Connor	65
12-9	IN PERFORMANCE/Feld	New York NEWS/Gardella	83

DATE:	SUBJECT:	SOURCE:	PAGE:
12-11	WT/AU Company	Baltimore Sun	8C
12-7	IN PERFORMANCE/Feld	Winston Salem Tw. Cty.Sentinel	
12-12	Christmas Carols	Wash. DC Uptown Citizen	
12-6	Christmas Carols	Norfolk Ledger-Star	
12-19	Christmas Carols	Globe	17
12-19	IN PERFORMANCE/Kostelanetz	Globe	18
12-20	WT Company Auditions	Washington Star-News	D-5
11-23	IN PERFORMANCE/Feld	Waycross GA Journal-Her.	13
12-23	IN PERFORMANCE/series	Washington Post Editorial	14
12-16	IN PERFORMANCE/Kostelanetz	Northern VA Sun	
12-12	IN PERFORMANCE/Feld	Jamaica NY Long Is. Press	
11-28	Middendorf	Phila. Inquirer(LA Times)	11
12-14	Christmas Carols	D.C. New Observer	
12-8	IN PERFORMANCE/Feld	Kansas City MO Star	8
11-27	IN PERFORMANCE/Pres. Hall	Daytona Beach FL Journal	
11-22	IN PERFORMANCE/Pres. Hall	Scottsdale AR Progress	
12-5	Christmas Carols	Alexandria VA Gazette	
12-16	Christmas Carols	Washington Star-News	D-1
12-17	Middendorf	New York NY Post (LAT)	37
12-19	IN PERFORMANCE/Kostelanetz	Chapel Hill Newspaper	7A
12-29	IN PERFORMANCE/series	Washington Post TV mag.	2
11-30	IN PERFORMANCE/Pres. Hall	Tuscaloosa, AL News	
12-22	IN PERFORMANCE/Kostelanetz	Fairmont, WVa. W. V'gnian	7-B
12-16	Auditions	N.Orleans Times-Picayune	18
12-29	IN PERFORMANCE/series	New York Times/O'Connor	23
12-16	Auditions	Long Island Press/Reed	
12-16	Auditions	New Orleans Times Pic./Reed	18
12-16	Auditions	Staten Island Advance/Reed	



24

DATE:	SUBJECT:	SOURCE:	PAGE
12-16	Auditions	Mobile Register/Reed	8-A
12-16	Auditions	Springfield, MA Daily News/Reed	
12-18	Auditions	Jackson, MS News/Hains	
12-29	Auditions	Richmond Times-Dispatch	
12-5	IN PERFORMANCE/Feld	Morristown, TN Citizen Trib.	C-1
12-22	IN PERFORMANCE/Kostelanetz	Toledo, OH Blade/Goudas	4
12-20	IN PERFORMANCE/Kostelanetz	McLean VA Providence Journal	
12-29	Auditions	Charlestown, WVA Gazette	
12-20	IN PERFORMANCE/Kostelanetz	Oak Ridge TN Oak Ridger	
12-21	IN PERFORMANCE/Kostelanetz	Alexandria, VA Gazette	
1-1-75	Auditions	Baltimore Sun	B-6
1-8	February with the Arts	Washington Post	8
12-23	IN PERFORMANCE/Kostelanetz	Columbus, Ind. Republic	
12-26	Auditions	Loudon Times-Mirror	
12-11	Christmas Carols	Hopewell, VA News	
1-8	IN PERFORMANCE/Folk Festival	Fairmont WVA W. Virginian	
12-29	Auditions	Lincoln, Neb. Journal	
12-19	IN PERFORMANCE/Kostelanetz	Chapel Hill, N.C. Newspaper	7A
1-5	IN PERFORMANCE/Folk Music	Richmond, Va. Times-Dispatch	
1-13	Auditions	Washington Star-News	C-1
1-24	Auditions	Alexandria, Fairfax Journal	
1-24	Wolf Trap/General	Tacoma, Washington ^{News} Tribune	
1-24	In Performance/Series	Press-Chronicle, Johnson City, Ten.	
1-24	In Performance/National Folk Festival	St. Petersburg, Fla./Times	
12-28	Auditions	St. Petersburg, Fla. Times	
12-31	IN PERFORMANCE/Folk Festival	Post -Cresent, Appleton, Wisc	
1-10	IN PERFROMANCE/Folk Festival	News, Jackson, Miss.	
1-12	Wolf Trap, General	Tribune, South Bend, Ind.	
1-23	Wolf Trap, General	Washington Uptown Citizen	



620.

CLIPPING LOG

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DATE:	SUBJECT:	SOURCE:	PAGE:
2-4	February with the Arts	Washington Post	B-7
2-5	Panovs	Washington Post	B-1
2-5	1975 Summer Season	Washington Post	B-1
2-5	1975 Summer Season (Met)	New York Times	32
1-1	Auditions	Hopewell, Va. News	A-
1-6	Auditions	Newport News, Va. Times Herald	
1-6	IN PERFORMANCE/Folk Festival	Gallup, N.M. Independent	
1-23	February with the Arts	Loudon Times Mirror, Leesburg	
1-30	Mrs. Shouse	Washington Star News	B-2
2-5	1975 Summer Season	Washington Star News	
2-11	February withthw Arts-Bliss	Washington Post	B-5
1-29	Wolf Trap Gen (Cultural awakening D	C. L.A. Times	



I. Pre-Season

A. Subscription

New subscription series will be advertised in Post and Star with coupon; on WGMS with address and telephone contact, and in two local magazines with high saturation cultural mailing.

B. SEASON CALENDAR

The season calendar will be advertised in all local newspapers; on the four top radio stations; with a Potomac Magazine pullout in the Post and with a large ad in the Star.

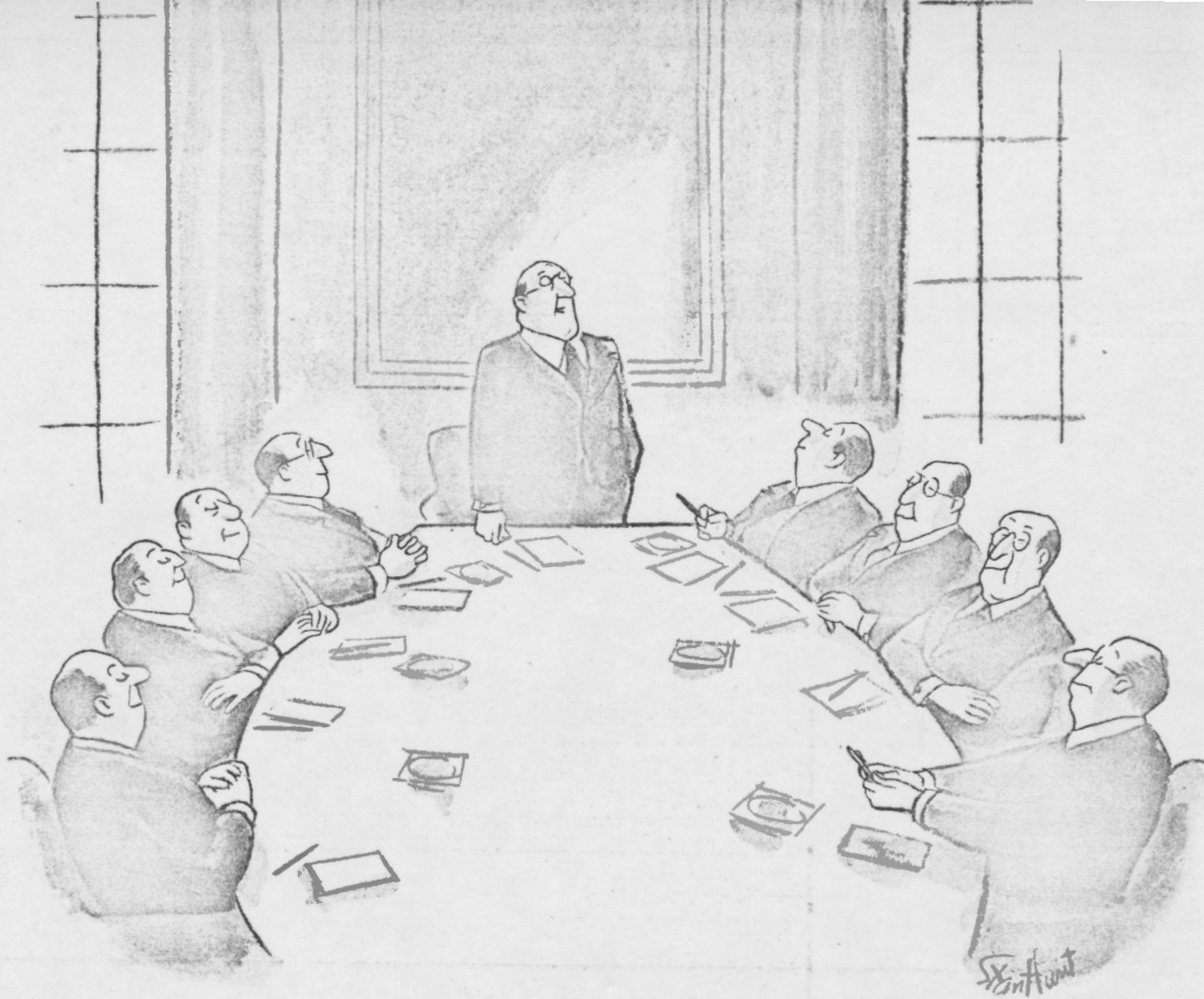
II. SEASON

Season strategy is to begin each month with a full page in the Post and Star and to decrease lineage while retaining presence in newspapers on each day throughout the month. Ads will also be placed in all local newspapers; on the top four radio stations on all attractions and on specified other stations according to the audience outreach needed for the attraction.

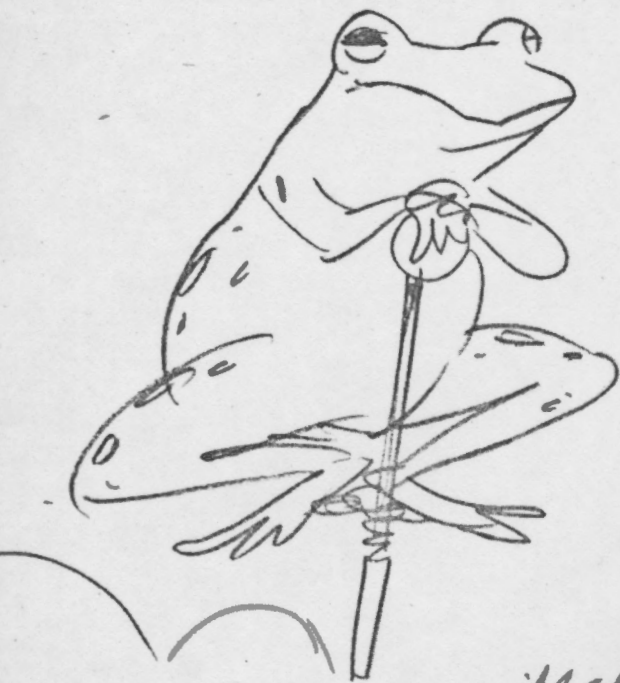
Television advertising will be limited to those events which are expensive but will need this kind of encouragement to sell out.

This department believes that free promotion and paid advertising must go hand in hand in order to get the most efficient return on investment.





"Gentlemen, let us pool our expertise."



to a NEW ONE!!!!!!



FILENE CENTER / WOLF TRAP FARM PARK FOR THE PERFORMING ARTS

THE WOLF TRAP FOUNDATION

February 19, 1975

MEMORANDUM FOR THE BOARD OF DIRECTORS

Attached is a summary of current activities of former Wolf Trap Company members.

A total of 172 young people were members of the Wolf Trap Company during our first four seasons. 58 have replied to a Foundation questionnaire inquiring as to their present pursuits.



1624 TRAP ROAD • VIENNA, VIRGINIA 22180 • (703) 938-3810

NAME & CITY	YEAR WITH COMPANY	CURRENT DATA	Page 1
Donnie R. Albert Dallas, Texas	1974	Albert is a 2nd year graduate student at Southern Methodist University; M.M. in voice performance. In November 1974, he was under a "cover contract" with Opera South for its premier of "Bayou Legend".	
Barbara Dale Allen Lexington, Kentucky	1972	Allen is presently 3rd year undergraduate at Princeton University, major: Woodrow Wilson School of Public & International Affairs; member & soloist, Princeton Univ. Glee Club and Princeton Chamber Chorus; awarded Naumburg Vocal Scholarship for Study at Princeton.	
Raeder Anderson Astoria, New York	1973 & 1974	Working professionally; Asolo Opera Company, New Haven Opera Theatre, National Symphony Orchestra; awards, Sullivan Foundation -1975, Metropolitan Professional Committee - 1975, National Opera Institute 1975-76; recording with Robert Shaw Chorale.	
Sonja Beverly Anderson New York, New York	1973	Planning to attend Herbert Berghoff Acting Studio - Spring 1975; summer stock - 1974 and 1975; Radio City Christmas Show - 1974-75; studying with Lois Albright on voice scholarship.	
Su Applegate New York, New York	1973	Studying at New England Conservatory, Manhattan School of Music, and Martha Wilson; performed in Manhattan Opera Theatre; awards, scholarships to N.E.Conservatory and Manhattan School of Music.	
Ginny Boomer Cincinnati, Ohio	1974	Doing graduate work in theatre and music at University of Cincinnati; performed with Virginia Opera Company, and at Univ. of Cincinnati; awards, full scholarship in theatre arts at Univ. of Cincinnati.	
Jeanne Bowers Edison, New Jersey	1973	Studying with Rise Stevens and Margaret Singer of NYC Opera; performing with Plainfield Symphony - 1975-76 season.	
J. Scott Brumit Medford, Massachusetts	1974	Studying with Margaret Hoswell (voice), John Moriarty (diction), and at the Boston Conservatory Opera Workshop; performing with New England Chamber Opera Group (Boston), Artists' Internationale (Providence), and the Brockton Symphony.	
Cynthia Cardon Wheaton, Maryland	1973	Student at Radcliffe College, Massachusetts but withdrawn for 1974-75, will return in Sept. 75 as history/drama major; presently dancing professionally in Washington, D.C.	



NAME & CITY	YEAR WITH COMPANY	CURRENT DATA
Cheryl Lee Carty New York, New York & Clearwater, Florida	1971	Graduated from N.C.School of the Arts in 1972; currently a "principal dancer" in the American Chamber Ballet Company based in N.Y.C. and performing in Central America, Canada, the Northeast and the West Coast; studying voice, acting and ballet (Ballet Arts, Carnegie Hall).
Judith Christin Raleigh, North Carolina	1972 & 1974	Graduated Indiana University, B.M. 1970, M.M.1972; Instructor in Voice at Illinois State Univ. 1973; studied with Carolina Segrera in N.Y.C., also at Indiana Univ.; Hon.Mention - Metropolitan Opera Auditions, 1972; Finalist - Metropolitan Opera Auditions, 1973; performed with the Indiana University Opera Theatre, National Opera Company (Raleigh, N.C.), National Symphony Orchestra at American University.
John H. Coffman, III Dallas, Texas	1971	At Dallas Repertory Theatre since 1972; studied with Dallas voice teachers as well as Ballet & Jazz with Dale Riley in Dallas; performed at Barn Dinner Theatre for 13 weeks in 1972.
Tony Constantine New York, New York	1972 & 1973	Studying with Harkness School of Ballet Arts as scholarship student and also has scholarship at Ballet Theatre; performed with Kazuko Hirabayashi Dance Theatre, Manuel Alison Dance Company, and New York City Opera.
Sigmund Cowan New York, New York	1972 & 1973	Attended U. of Miami, U. of Fla., Juilliard, Manhattan School of Music; awarded Martha Baird Rockefeller Fund for Music - 1974, Baltimore Opera National Auditions - 1974; performed with Lyric Theater, Baltimore Symphony, Filene Center Orchestra, Temple Music Festival Chamber Orchestra, National Symphony Orchestra; recitals and appearances in Washington, West Palm Beach, Miami Beach, and on the TODAY show, NBC. Mr. Cowan has performed in London and Italy as well as in the U.S.A. He has appeared with the Bronx Opera Company, Hunter College Opera, Lake George Opera Festival, Piccolo Opera Theater, John Brownlee Opera Theater, Opera Classics of New Jersey, Turneau Opera Company, New York Lyric Opera Company, Teatro Romano, Teatro del Giglio.
Modesto Crisci Union, New Jersey	1974	Crisci has studied at San Diego State College and with teachers in New York and San Francisco; awards are Sullivan Award, Rockefeller grant; has performed with Western Opera Theater, National Symphony Orchestra, New Jersey State Opera and will sing in the National Symphony Orchestra production of RIGOLETTO this June 1975 at the Kennedy Center.



NAME & CITY	YEAR WITH COMPANY	CURRENT DATA	Page 3
Patricia Ernest Davis Hackensack, New Jersey	1972 & 1973	Since the summer of 1973 at Wolf Trap, Mrs. Davis has not performed professionally. After receiving her B.M. of Manhattan School of Music, she started intensive vocal training and coaching with Judith Raskin and hopes to begin performing shortly. Attended University of Maryland, Julliard, and Manhattan School of Music. Performed at Interlocken National Music Camp, Boris Goldovsky Summer Workshop, Manhattan School of Music Opera Workshop, John Brownlee Opera Theatre as well as W.T.Company. Awarded scholarship to Adelphi Opera Workshop - 1970.	
Judith De Rosa New York, New York	1972 & 1973	De Rosa studies with John Reardon. Performed with the National Symphony Orchestra, the Philadelphia Lyric Opera Company, the Brooklyn College Opera Theater, and the Community Opera, Inc. of New York. She made her debut at Carnegie Hall in 1968 and is appearing with the New York City Opera during the 1975 season. She first appeared with the New York City Opera in 1974.	
Steve Dickson Houston, Texas	1974	Appearing in leading roles with the Texas Opera Theatre, the Houston Grand Opera International and American Series, and with the Park performances this summer.	
Matthew Dooley Boston, Massachusetts	1973	Graduated from Emerson College & Longy School of Music, 1971, B.M. Studied voice with Gertrude Tingley, Mark Person of N.E.Conservatory, John Moriarty of N.E.Conservatory, Benton Hess of Boston University, and opera coaching under Adelaide Bishop, Rhode Levine, Jack Eddleman, and Frederick Rolf. Solo and oratorio performances in Massachusetts and New Hampshire, performed with St. Paul Opera, Associate Artists Opera, New England Regional Opera, New England Chamber Opera Group, Opera Theatres of Boston University, Boston Conservatory, and S.E.Mass. University, and Singers' Theatre Workshop of Cambridge.	
Elaine Freedman Brighton, Massachusetts	1971	Studied voice at Clark University, Boston University Opera Workshop and various teachers at Boston University; is currently Masters Candidate at B.U.School of Fine Arts in vocal performance; awarded Young Artist Award in Worcester, Mass.; semi-finalist in 1973 Boston Regional Metropolitan Opera Auditions; performed as soloist with Associate Artist Opera Company - 1974.	



Carroll Freeman
Oklahoma City, Oklahoma

1972,1973,1974

Freeman has continued his studies at Columbus Boychoir School, the University of Southern Mississippi, and the Oklahoma City University. He has studied Opera Production & Dramatic Techniques, Analysis of Operatic Characters and Plots, and Analysis of Opera as well as Ballet and Theatre Dance. Mr. Freeman has appeared with the New Orleans Philharmonic, the New Orleans Crescent City Chorale, the University of Southern Mississippi Opera, the Mobile Opera, the Oklahoma City Opera, and the Oklahoma City Symphony as well as the Oklahoma City University Opera and the University of Southern Mississippi Concert Series. Awards include 1st Alternate in the Mobile Opera Guild Auditions, Who's Who in American Colleges and Universities, Graduate Assistantship to Oklahoma City University.

Estelle Maria Gibbs
Bronx, New York

1971

Graduated from Manhattan School of Music, B.M., June 1974; now studying for Master with major in Voice/Opera; awarded the Sylvia Bruck Award for Musical Development and Achievement (MSM); performed with the Opera Theatre at Manhattan School of Music and with the Manhattan Opera Company.

Valerie Girard
New York, New York

1973

Girard is continuing vocal studies with Felix Knight; awards, WGN-Illinois Opera Guild Auditions of the Air, East West Artist Competition, Concert Artist Guild Auditions, Young Concert Artist's Metropolitan Opera - Professional Committee Study Grant; radio and TV broadcasts; appeared at Concert Artists Guild, Gardner Museum, Carnegie Recital Hall, Capital Hill Choral Society, Washington Square Park Chamber Concert, Westchester Chorale.

Linda Gold
Santa Monica, California

1972 & 1973

Studying at UCLA; awarded Rockefeller Grant, teaching assistantship; appeared with Graduate Dance Center, UCLA Dance Company, Kinetic Trust Co., and Dance/LA.

Janice Hall
Aurora, Colorado

1974

Performed with Brico Symphony Orchestra - Denver, with Fresno Philharmonic - Fresno, California; awarded Fresno Philharmonic Young Artists' Award; projected concert tour of Hong Kong, Singapore & Phillippines with Phillippines National Orchestra in Fall 1975.

Richard C. Hankins
Rockville, Maryland

1971,1972,1973

Hankins was with the Company on a Technical Fellowship; he has received his BFA in Stage & Light Design from Virginia Commonwealth University; has worked with the Metropolitan Ballet, the Merriweather Post Pavillion, and the Atlanta and Harlequin Theatres.

Ray Evans Harrell
New York, New York

1971

Harrell has performed leading operatic roles with the Central City Opera, the Aspen Music Festival, the Washington D.C. Civic Opera, the National Symphony, Concert Artists Guild, and performed in recital at Avery Fisher Hall with David Randolph and the Master Works Chorus & Orchestra.



Susan M. Harrison College Park, Maryland	1971 & 1973	Studied in Tucson Arizona with the Tucson Ballet Theatre and at the France Academy of Dance in Tucson; currently teaching advanced jazz at the Roberta Fera School of Dance in Silver Spring and doing choreography for Archaesus Productions, a theatrical troupe housed at the Cerrebus Theatre in Georgetown.
Linda Houpt Packanack Lake, New Jersey	1973	Presently studying voice with Ellen Faull; performed with the Paterson Lyric Opera Theatre.
Mary Lou Jamison Vienna, Virginia	1971	Jamison is no longer studying music; she is now a teacher of transcendental meditation trained by Maharishi Mahesh Yogi, and was trained in La Antilla, Spain in 1973. She was a stand-in for the Secretary in the EXORCIST, 1973.
John B. Jellison Woonsocket, Rhode Island	1973	Member of Arena Stage, Washington, D.C. - 1974 Season; appearing in NET production of <u>The Madness of God</u> (world premiere at Arena Stage).
Deborah Lucas Vienna, Austria	1971	Studying with Margaret Hoswell, NYC; awarded Ludwig Fogelstein Foundation Grant; Recitals in Vienna Amerika Haus and in Cairo and in Egypt, sponsored by U. S. Embassy, also recital with Birmingham Alabama Southern College; performed as guest artist with Klagenfurt Stadttheater, Austria, and as a member of the Vienna Chamber Opera.
Roger Lucas Charleston, W.Virginia (Vienna, Austria)	1971	Studied with Mrs. Margaret Hoswell, NYC; graduate of N.E.Conservatory; appeared with the Augusta Opera Company; became a member of the Metropolitan Opera Studio in NYC, apprentice artist with the Santa Fe Opera and the Berkshire Music Center at Tanglewood; made a Carnegie Hall debut with the New York Opera Orchestra; awards from Metropolitan Opera Association, the Berkshire Music Center, the American Institute of Musical Studies, the National Arts Club, the William Matheus Sullivan Foundation and the Ludwig Vogelstein Foundation. Made his European debut with the Klagenfurt Opera in Austria. In 1974, he toured with his wife, Deborah Lucas, see above. Recording for Philips Records and will film the role of The Young Man from Schoenberg's only opera, <u>Moses & Aaron</u> , for Austrian and Italian TV. Will debut in Amsterdam with the Netherlands National Opera in March 1975.



NAME & CITY	YEAR WITH COMPANY	CURRENT DATA	Page 6
Deborah Martin Boston, Massachusetts	1974	Taking Graduate Studies at Boston Conservatory under a full scholarship; studying with John Moriarty at N.E.Conservatory; appearing at Boston Conservatory and with the New England Chamber Opera Group.	
Kevin McKenzie New York, New York	1971	Studied at the Washington School of the Ballet; awarded a silver medal in the 1972 International Ballet Competitions at Varna, Bulgaria; performed with the National Ballet and recently joined the City Center Joffrey Ballet.	
Susan McLeod McLean, Virginia	1972	Continuing ballet training; is one year resident performer with the Villa Rosa Dinner Theatre and has also performed at the Colony 7.	
Barbara Ellen Melser Belmar, New Jersey	1973	Melser was with the W.T.Company on a technical fellowship as a hairdresser; has studied at the Morris School of Hairdressing in London, England; has been working with models doing make-up in Los Angeles and with a student group in London.	
Janice Meyerson Brookline, Massachusetts	1974	Soloist with Dedham Choral Society, Melrose Symphony (Boston area) in oratorio and concert; soloist, St. Louis Civic Chorus; small women's chorus with Boston Symphony; performed with N.E.Conservatory Opera Theatre; received B.A. from Washington University in St.Louis, is currently in 2nd year of Master of Music Degree Program at N.E.Conservatory; awarded Pi Kappa Lambda National Honorary Society Graduate Scholarship, recipient of Ethan Ayer Graduate Voice Scholarship, recipient of N.E.Conservatory scholarship; soloist and section leader at Needham Congregational Church, Needham, Mass; member of Washington University Madrigal Singers and Orland Johnson Singers (chamber group).	
Patricia Ann Miller	1974	Graduated Boston University, B.M. - 1972, N.E.Conservatory, M.M. - 1974; awards, New England Regional Metropolitan Opera Auditions - 1st, H.S. Payson Rowe Fellowship, N.E.Cons., Martin Luther King Scholarship, Boston University, New England Scholarship Award; performed with the Boston Symphony, Springfield Symphony, MIT Chamber Orchestra, New York Fine Arts Orchestra, Cambridge Chamber Orchestra, University of Massachusetts Orchestra and Chorus, Cambridge Chamber Orchestra. Now on Fulbright Scholarship to Italy and performed with the Rei Orchestra in Rome and Castelle Saint Angelo, in Rome. Affiliated with the Academia di Santa Cecilia and with the Ricci Studio in Rome. Coming performance with the Associate Artists' Opera Company in Boston.	



NAME & CITY	YEAR WITH COMPANY	CURRENT DATA	Page 7
Joe M. Moriya New York, New York	1973	Studied classical Japanese dance for fifteen years, now studying with Moiseyev Ballet as well as studying modern and Jazz dance; awarded Silver medals twice at a nationwide dance festival in Tokyo; performed with the Bishop College in Dallas and Ubis Theater with the Fifth Dimension on Broadway; presently teaching Japanese classical dance and jazz dance in New York.	
Billie Louise Nash Oklahoma City, Oklahoma	1972	Presently a senior at Oklahoma City University and studying voice, ballet, acting; finalist - Talent Award - Miss Oklahoma 1973; Performed with Oklahoma City Civic Opera, Century II Theatre, Lincoln Plaza Dinner Theatre, Oklahoma City University Theatre and made USO tour to Orient in 1973 and USO tour to Caribbean in 1974.	
William E. Oberholtzer Bloomington, Indiana (St.Gallen, Switzerland)	1973	Has a two year contract with the Stadttheater St. Gallen in St.Gallen, Switzerland; graduate of Indiana University; awarded Martha Baird Rockefeller Grant.	
Elaine Olbrycht Manchester, Connecticut	1974	Advanced opera studies at the Hartt College of Music; awarded the Connecticut Opera Scholarship and the Hartt scholarship; performed with Connecticut Opera as well as with the Hartford Musical Club.	
Lewis Perry Cambridge, Massachusetts	1973	Studied at Boston Conservatory and Boston University with Benton Hess; studying intensive German and Italian (in Florence, Italy); performed with the New England Opera, Artists Internationale, Young Artists Opera Company of Boston and is touring New England.	
Brenda Quilling San Francisco, California	1974	Solo recital at Jamestown College in Jamestown, North Dakota - 1974, and two joint concerts in Walnut Creek, California; awarded Martha Baird Rockefeller Grant, William Sullivan Foundation Grant; now in second season with the Western Opera Theater at the War Memorial Opera House in San Francisco.	
Francis Reiter New York, New York	1972 & 1973	Wolf Trap Company technical fellowship; presently studying television directing at Sylvania; performed at Boston University; Stage Manager at Middleton and Project for an American Theatre, New York; Associate Director of "Under Milkwood" for television.	
David Richie Hyattsville, Maryland	1974	Continuing lessons with Todd Duncan; working in Recorded Sound Section, Library of Congress; performed in Washington Opera Society's production of THE CORONATION OF POPPEA.	



Wayne Rivera New York, New York	1972	Studied at Indiana University and the N.E. Conservatory; awarded a Bori Scholarship with the Metropolitan Opera; performed with the Santa Fe Opera as an apprentice artist, with the Boston Symphony, the Brockton Symphony, the Metropolitan Opera Studio, and in the Lincoln Center Young Audiences Concerts.
Linda Roark Tulsa, Oklahoma (Dallas, Texas)	1973 & 1974	Studied with Thomas Hayward at Southern Methodist University and with Laven Sowell in Tulsa; performing with the Southern Methodist University Opera Theater and is signing a contract with Western Opera Theater in San Francisco.
Linda Lane Smith Tigard, Oregon	1973 & 1974	Graduated from Boston Conservatory, B.M., attended Portland State University; Presently studying with Gibner King in preparation for operatic career.
Martha Gayle Snoddy Richmond, Virginia	1972	Received B.M. from Indiana University and now studying for M.M.; studying with Eileer Farrell; performed with the Richmond Civic Opera Association, member of Central City Opera Association, recitals in Richmond, Virginia, soloist with Indiana University Opera Theatre.
Neil Steinberg San Diego, California	1972 & 1973	Wolf Trap Company Technical Fellowship; presently applying for membership with I.A.T.S.E. in San Diego.
Stephen Swanson Chicago, Illinois	1974	Touring with the Eastern Opera Theatre, an educational branch of the Baltimore Opera Company.
Terrance Tobias Cambridge, Massachusetts	1973	Graduated from Oberlin Conservatory of Music, B.M. - 1966, attended Salzburg Mozarteum, received M.M. from N.E. Conservatory in 1972; performed with the Oberlin Music Theater, Opera Company of Boston, Associate Artists Opera Company; was producer of the Christmas and Spring Revels, Cambridge, Massachusetts.
Kenneth C. Titus Little Neck, New York	1971	Studied at Manhattan School of Music, Turtle Bay Music School, HB Studio; performed with the Queens Community Theater, on Broadway in "The Boyfriend," with the Corinthian Players, and Queensborough Community College Theater.
Stanley Wexler Peterborough, New Hampshire	1973 & 1974	Graduated from Columbia College, B.A. - 1970, M.Ed. from University of Washington (Seattle) 1971, completing M.M. at Boston University (1975); performed with Brockton Symphony Orchestra, N.E. Chamber Opera, Boston University Workshop, Showcase Lyric Theatre of New England, Santa Fe Opera Company, Port Angeles Symphony Orchestra, University of Washington Opera Workshop, Community Opera Company (NYC), Worcester Symphony Orchestra, City Center Joffrey Ballet (at Filene Center), Monadnock Chorus, Colby College, Gardner Museum Concerts; awarded N.E. Metropolitan Opera Regional Finalist.



NAME & CITY	YEAR WITH COMPANY	CURRENT DATA
Cindy Winkler Cambridge, Massachusetts	1971	Graduated from the N.C. School of the Arts, B.F.A. - 1974; performed at the Manning Street Theatre in Philadelphia in ORPHAN - 1974.
David F. Wylie Portland, Oregon	1973 & 1974	Currently studying vocal technique and coaching opera and oratorio literature with Gibner King, teacher and coach, formerly of NYC.

February '21, 1975

WOLF TRAP 1975 BICENTENNIAL SEASON PROGRAM

SUBJECT TO CHANGENOT TO BE USED
FOR PUBLICITY

SCALE	DATE	TIME	ATTRACTION
B	Sat. June 14	8:30 p.m.	New England Conservatory Ragtime Ensemble
C	Sun. June 15	8:30 p.m.	New England Conservatory Ragtime Ensemble
D	Mon. June 16	8:30 p.m.	Harry James & His Orchestra with Helen O'Connell
D*	Tues. June 17	8:30 p.m.	Up With People
D	Wed. June 18	8:30 p.m.	Preservation Hall Jazz Band
B	Thurs. June 19	8:30 p.m.	Philadelphia Orchestra with Eugene Fodor, soloist
B	Fri. June 20	8:30 p.m.	Philadelphia Orchestra with Tedd Joselson, soloist
B	Sat. June 21	8:30 p.m.	Philadelphia Orchestra; Beethoven Ninth with soloists John McCollum, Simon Estes, Batyah Godfrey and Kathryn Bouleyn
	Sun. June 22		DARK FOR REHEARSAL
*	Mon. June 23	8:00 p.m.	Metropolitan Opera (Boheme)
*	Tues. June 24	8:00 p.m.	Metropolitan Opera ("Cav" & "Pag")
*	Wed. June 25	8:00 p.m.	Metropolitan Opera (La Traviata)
*	Thurs. June 26	8:00 p.m.	Metropolitan Opera (La Forza del Destino)
*	Fri. June 27	8:00 p.m.	Metropolitan Opera (Falstaff)
*	Sat. June 28	1:30 p.m.	Metropolitan Opera (Boheme)
*	Sat. June 28	8:00 p.m.	Metropolitan Opera ("Cav" & "Pag")
D	Sun. June 29	8:30 p.m.	Kris Kristofferson (in discussion)
B	Mon. June 30	8:30 p.m.	The Panovs
D	Tues. July 1	8:30 p.m.	Woody Herman & His Orchestra and Stan Kenton & His Orchestra
D	Wed. July 2	8:30 p.m.	B. B. King and Bobby Bland
C	Thurs. July 3	8:30 p.m.	Baltimore Symphony Orchestra with Maureen Forrester, soloist
	Fri. July 4		July 4th Gala
D	Sat. July 5	8:30 p.m.	Benny Goodman and His Sextet



SCALE	DATE	TIME	ATTRACTION
\$5.00	Sun. July 6	4:00-6:00 p.m. & 8:00-10:00 p.m.	St. Paul Chamber Orchestra - Stravinsky Marathon St. Paul Chamber Orchestra - Stravinsky Marathon
	Mon. July 7		DARK FOR REHEARSAL
C	Tues. July 8	8:30 p.m.	Eliot Feld Ballet
C	Wed. July 9	8:30 p.m.	Eliot Feld Ballet
C	Thurs. July 10	8:30 p.m.	Eliot Feld Ballet
D	Fri. July 11	8:30 p.m.	Cleo Laine with John Dankworth and Ensemble
D	Sat. July 12	8:30 p.m.	Loretta Lynn
E	Sun. July 13	3:30 p.m.	National Dance Company of Senegal
D	Sun. July 13	8:30 p.m.	National Dance Company of Senegal
	Mon. July 14		(
	Tues. July 15		(DARK FOR REHEARSAL
	Wed. July 16		(
B	Thurs. July 17	8:30 p.m.	Kismet
B	Fri. July 18	8:30 p.m.	Kismet
E	Sat. July 19	2:30 p.m.	Kismet
B	Sat. July 19	8:30 p.m.	Kismet
B	Sun. July 20	8:30 p.m.	Kismet
D	Mon. July 21	8:30 p.m.	Stars of the Grand Ole Opry
D	Tues. July 22	8:30 p.m.	Preservation Hall Jazz Band
C	Wed. July 23	8:30 p.m.	National Symphony Orchestra, Julius Rudel conducting, Jessye Norman, soloist - Mahler Concert
\$5.00	Wed. July 23	midnight	David Amram Presents Jazz
	Thurs. July 24		DARK FOR REHEARSAL
D	Fri. July 25	8:30 p.m.	Peter Nero and Lana Cantrell
FREE	Sat. July 26		University of Maryland Youth Chorus Concert-Faure' REQUIEM, Handel Coronation Anthems
C	Sat. July 26	8:30 p.m.	National Symphony Orchestra; Aaron Copland conducting



February 21, 1975

Not to be used
for publicity

SCALE	DATE	TIME	ATTRACTION
*	Sun. July 27	8:00 p.m.	Roberto Devereux
D	Mon. July 28	8:30 p.m.	Maynard Ferguson and His Orchestra
*	Tues. July 29	8:00 p.m.	Roberto Devereux
C	Wed. July 30	8:30 p.m.	National Symphony Orchestra, John Mauceri conducting, Virgil Fox, soloist
D	Thurs. July 31	8:30 p.m.	Jose Feliciano
E	Fri. Aug. 1		(
E	Sat. Aug. 2		{National Folk Festival
E	Sun. Aug. 3		(
	Mon. Aug. 4		DARK FOR REHEARSAL
C	Tues. Aug. 5		(
C	Wed. Aug. 6		{
C	Thurs. Aug. 7		{City Center Joffrey Ballet
C	Fri. Aug. 8		{
C	Sat. Aug. 9		(
E	Sun. Aug. 10	3:30 p.m.	Emmett Kelly Jr. Circus
D	Sun. Aug. 10	8:30 p.m.	Emmett Kelly Jr. Circus
C	Mon. Aug. 11	8:30 p.m.	Evening with Romberg starring Howard Keel
D	Tues. Aug. 12	8:30 p.m.	Mary Travers and Glenn Yarbrough and the Limelites
C	Wed. Aug. 13	8:30 p.m.	National Symphony Orchestra, Andre Kostelanetz conducting, "Evening in Spain"
D	Thurs. Aug. 14	8:30 p.m.	Virgil Fox with Revelation Lights
D	Fri. Aug. 15	8:30 p.m.	Conway Twitty Show
C	Sat. Aug. 16	8:30 p.m.	National Symphony Orchestra, Julius Rudel conducting, Verdi: REQUIEM



February 21, 1975

Not to be used
for publicity

SCALE	DATE	TIME	ATTRACTION
D	Sun. Aug. 17	8:30 p.m.	Dionne Warwick
E	Mon. Aug. 18	8:30 p.m.	Barbershop Harmony Parade
D	Tues. Aug. 19	8:30 p.m.	Bonnie Raitt and Mose Allison
C	Wed. Aug. 20	8:30 p.m.	National Symphony Orchestra, Andre Kostelanetz conducting, "Evening in Russia"
C	Thurs. Aug. 21	8:30 p.m.	Love's Old Sweet Song (Gerard Schwarz, Bill Bolcom, Joan Morris, Robert Sheldon and Orchestra)
\$5.00	Thurs. Aug. 21	midnight	David Amram Presents Folk Music
B	Fri. Aug. 22	8:00 p.m.	New York Philharmonic, Pierre Boulez conducting (Berlioz-Ligeti-Stravinsky)
B	Sat. Aug. 23	8:00 p.m.	New York Philharmonic, Pierre Boulez conducting (Beethoven-Mahler-Bartok)
E	Sun. Aug. 24	3:30 p.m.	Bill Cosby
C	Sun. Aug. 24	8:00 p.m.	Chamber Music Society of Lincoln Center "A Ravel Birthday Party"
	Mon. Aug. 25		(
	Tues. Aug. 26		(DARK FOR REHEARSAL
	Wed. Aug. 27		(
B	Thurs. Aug. 28	8:00 p.m.	Crucible
D	Fri. Aug. 29	8:00 p.m.	The Four Seasons
B	Sat. Aug. 30	8:00 p.m.	Crucible
E	Sun. Aug. 31	8:00 p.m.	Glenn Miller Orchestra
	Mon. Sept. 1		Salute to Labor
	Tues. Sept. 2		DARK FOR REHEARSAL



February 21, 1975

Not to be used
for publicity

SCALE	DATE	TIME	ATTRACTION
B	** Wed. Sept. 3	({ New York City Ballet (Ravel Festival including "L'enfant et les sortileges")
B	Thurs. Sept. 4	(
B	Fri. Sept. 5	(
B	Sat. Sept. 6	(
B	Sun. Sept. 7	(

** Private performance - not open to the public.

NOTES

Curtain Times. Curtain times are as stated. Note that beginning on August 22, all normal evening concert events begin at 8:00 p.m.

Madeira School. Six events are planned for Madeira School as follows:

July 27 at 3:00 p.m.: Homage to Aaron Copland
August 1, 2, 3 and 4 at 8:00 p.m.: Albert Herring
August 29 at 8:30 p.m.: Homage to Robert Ward

Attraction Titles. Attraction titles used on this schedule are not for publication. In many instances, an abbreviated title is used for convenient identification.

*See attached ticket scales.



February 7, 1975

THE WOLF TRAP FOUNDATION FOR THE PERFORMING ARTS
Ticket Scale for 1975

	<u>No. Seats</u>	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>
BOX	331	@\$12.50 \$4,137.00	@\$10.50 \$3,475.00	@\$8.50 \$2,813.00	@\$6.25 \$2,069.00	@\$5.00 \$1,655.00
FRONT ORCHESTRA	1,248	@\$10.50 \$13,104.00	@\$8.50 \$10,608.00	@\$6.25 \$7,800.00	@\$6.25 \$7,800.00	@\$5.00 \$6,240.00
R. R. ORCH. & FRONT CNTR LOGE	1,194	@\$8.50 \$10,149.00	@\$6.25 \$7,462.00	@\$5.25 \$6,268.00	@\$5.25 \$6,268.00	@\$4.00 \$4,776.00
SIDE & R. R. LOGE	558	@\$6.25 \$3,487.00	@\$4.25 \$2,371.00	@\$3.25 \$1,813.00	@\$5.25 \$2,929.00	@\$4.00 \$2,232.00
LAWN	3,045	@\$4.25 \$12,941.00	@\$3.25 \$9,896.00	@\$2.50 \$7,612.00	@\$4.25 \$12,941.00	@\$2.00 \$6,090.00
TOTAL	<u>6,376</u>	\$43,818.00	\$33,812.00	\$26,306.00	\$32,007.00	\$20,993.00

GENERAL ADMISSION: \$5.00

NOTE 1. The number of seats shown is "net" after deduction of the normal number of seats required for complimentary press and Park Service seats and is therefore for budget purposes only.

NOTE 2. Special scales apply to performances by The Metropolitan Opera and of ROBERTO DEVEREUX. These scales are attached.



November 14, 1974

METROPOLITAN OPERA TICKET SCALE

NUMBER AND LOCATION	EVE PRICE	MAT PRICE
331 Box Seats	\$25.00	\$15.00
1248 F. Orch.	17.50	12.00
1194 R. Orch. & F. Ctr. Loge	13.00	8.00
558 Side and R Loge	8.00	6.00
3045 Lawn	4.00	3.00
 TOTAL VALUES	 \$ 62,281.00	 \$41,976.00
	X 6	
ALL EVES	\$373,686.00	
MATINEE	41,976.00	
ALL	\$415,662.00	



January 31, 1975

ROBERTO DEVEREUX SCALE

331 Box Seats @ \$20	\$ 6,620
1248 Front Orchestra Seats @ \$12.50	15,600
1194 Rear Orchestra Seats @ \$8.50	10,149
558 Loge Seats @ \$6.50	3,627
3045 Lawn Seats @ \$4	<u>12,180</u>
	\$48,176



UP WITH PEOPLE TICKET SCALE

The conventional "D" Scale will apply, but students will be allowed to purchase \$5.25 Loge Seats for \$4.00.



THE WOLF TRAP FOUNDATION

MEETING OF THE BOARD OF DIRECTORS, WOLF TRAP FOUNDATION FOR THE
PERFORMING ARTS

Friday, February 21, 1975 at 4:00 p.m.
Department of the Interior, The Secretary's Conference Room 5160
C Street between 18th and 19th Streets, N.W.
Washington, D.C.

A G E N D A

1. Quorum Call
Chairman of the Board
J. William Middendorf, II
2. Opening Remarks
Chairman of the Board
J. William Middendorf, II
 - a. Approval of Minutes of
September 14, 1974 Board of
Directors Meeting
 - b. Other
3. Reports
 - a. Program Committee
Chairman, Miss Beverly Sills
John M. Ludwig
 1. Season '75
 2. Plans for Season '76
 - b. Financial Management
 1. Finance Committee
Chairman, Gerald T. Halpin
Paul E. Barrick
 2. Packard Committee
Chairman, William E. Simon
 - c. Education Committee
Chairman, Mrs. Elizabeth May
 - d. The Associates
Vice-Chairman, Mrs. C. Swan Weber
 - e. Nominating Committee
Chairman, Miss Barbara Watson
4. The National Park Service
Miss J. Claire St. Jacques
5. New Business
Roger L. Stevens
 - a. Samuel Taylor's
"Dolley Madison"



THE WOLF TRAP FOUNDATION

DEVELOPMENT HIGHLIGHTS- - - - -SEPTEMBER 14, 1974 to FEBRUARY 21, 1975

1. CONTRIBUTIONS

a. Private Sector

1. National Business Advisory Council: 11 members
(\$5000 a year pledge for 5 years)
Phillips Petroleum and Aerojet General joined during
report period.
2. Wolf Trappers: 14
(\$1000 a year pledge for 5 years)
No additions during report period
Await payment of '74 pledge from three
3. Foundations
 - a. Filene Foundation: \$500,000 pledge; \$100,000 a year
for five years. (First payment recieved)
 - B. Annenberg Foundation: \$10,000 pledge
4. Pledge of \$50,000: \$10,000 a year for five years:
Mrs. John Dimick (First pledge payment received)
5. Wolf Trap Company Fellowships: Vienna Rotary Club
\$1500 previous donors to be contacted for '75
Fellowships

b. GOVERNMENT

1. National Park Service \$55,000 for National Symphony Orchestra
services. Funds approved; not yet received. On-going support.
2. National Endowment for the Arts
 - a) The Wolf Trap Company 1975 \$25,000
Approved but not received.
3. Grants pending
 - a. The Eliot Feld Ballet 1975-\$6,237
 - b. The City Center Joffrey Ballet 1975-\$15,600



DEVELOPMENT HIGHLIGHTS

Page Two

- c. The New York City Ballet Company 1975 --- \$27,600
- d. Special Projects Program \$25,000
- e. Ground work established and preliminary application summaries being prepared for the following new grants:

WOLF TRAP COMPANY TECHNICAL ASSISTANTS 1975

Special Projects Program, NEA

WOLF TRAP COMPANY PRODUCTION COORDINATOR AT MADEIRA 1975

Department of Labor, CETA

WOLF TRAP FOUNDATION MUSIC LIBRARIAN 1975

Department of Labor, CETA

SPIRIT OF WOLF TRAP
(Summer '76 Celebration of All Arts Segments)

"City Spirit", NEA

COMPOSER'S FELLOWSHIP GRANT
(in residence at WT'76)

Music Program, NEA

PHOTOGRAPHER'S FELLOWSHIP GRANT
(Bicentennial Pictorial History)

Visual Arts Program, NEA

SPECIAL SUMMER PROJECTS '76 *
(WTCO. to the Playgrounds/
Recreation Departments of
Arlington & Fairfax County)

Expansion Arts Program, NEA

DANCE FILMS AT WOLF TRAP '76
(Pilot Project; possibly with
CPB/local public TV station)

Dance Program, NEA

WOLF TRAP ENRICHMENT PROGRAM '76
(Arts Exposure Program of funds
for transportation & low-cost
tickets for inner-city, low
income, young & elderly)

Expansion Arts Program, NEA

* SPECIAL SUMMER PROJECTS
(could come under a different
program called ALTERNATIVE
EDUCATION FORMS)

Education Program, NEA

"CRUCIBLE" DESIGN SYSTEM '75
(poster, sets, costumes)

Visual Arts in the Performing Arts, NEA



DEVELOPMENT HIGHLIGHTS

Page Three

JOB CORPS IN THE PERFORMING ARTS
(WTCompany on tour while at WT
to Job Corps Training Centers -
pays transportation & per diem)

Job Corps, Department of Labor

TEACHERS CONFERENCE ON ARTS
EDUCATION FOR THE HANDICAPPED
(in cooperation with Enrichment
Program - seminars/performance)

Personnel Training for the Education
of the Handicapped, Department of
Health, Education & Welfare

TEACHERS CONFERENCE ON ARTS
EDUCATION FOR THE HANDICAPPED
(Featured international guests)

Program for International Visitors,
Department of State

PILOT GRANT PROGRAM FOR ARTS
CENTERS AND FESTIVALS-("brokerage"
function/audience development)

Special Projects Program, NEA

2. SPECIAL PROJECTS

- a. Benefit planned for opening night Metropolitan Opera
June 23, 1975: La Boheme Box Seats-\$100; Front
Orchestra and first 4 rows center loge \$50.
Anticipated income: \$48-\$50
- b. Mailing list updated re: current and potential contributors.

3. GENERAL

- a. Michael Miller volunteered his services in the Development
Office preparing some fundamental material.
- b. James Maxwell to join Wolf Trap Foundation March '75 as
Director of Development



February 20, 1975

WOLF TRAP FARM PARK FOR THE PERFORMING ARTS
COMPARISON - 1974 "ACTUAL" & 1975 "BUDGET"

RECEIPTS

The Filene Center

Box Office Receipts	\$1,247,237	\$1,541,000	\$ 293,763
NPS Reimbursement for Stagehand Costs	383,154	361,000	(22,154)
Concession Stands & Miscellaneous	33,228	15,000	(18,228)
Sub-Total, The Filene Center	<u>\$1,663,619</u>	<u>\$1,917,000</u>	<u>\$ 253,381</u>

Contributions

Benefit Performances	\$ 52,780	\$ 50,000	\$ (2,780)
NBAC & Wolf Trappers	49,500	60,000	10,500
Wolf Trap Company Fellowships	60,500	80,000	19,500
General Public Contributions	24,667	30,000	5,333
Sub-Total, Contributions	<u>\$ 187,447</u>	<u>\$ 220,000</u>	<u>\$ 32,553</u>

Grants

Private Sector:			
The Filene Foundation	\$ 100,000	\$ 100,000	\$ -
Other Foundations	-	-	-
Public Sector:			
NEA & other State & Local Agencies	16,100	75,000	58,900
National Park Service	150,000	150,000	-
Sub-Total, Grants	<u>\$ 266,100</u>	<u>\$ 325,000</u>	<u>\$ 58,900</u>

SPECIAL

The Packard Fund	<u>\$ 200,000</u>	<u>\$ 200,000</u>	<u>\$ -</u>
TOTAL RECEIPTS	<u>\$2,317,166</u>	<u>\$2,662,000</u>	<u>\$ 344,834</u>

EXPENDITURES

The Filene Center

Filene Center Presentations	\$1,127,803	\$1,447,000	\$ 319,197
Box Office Operation	90,800	133,000	42,200
Stagehands Costs	383,154	373,000	(10,154)
Marketing (Advertising & Group Sales)	259,028	293,000	33,972
Total, Filene Center	<u>\$1,860,785</u>	<u>\$2,246,000</u>	<u>\$ 385,215</u>

The Wolf Trap Company

The Wolf Trap Company Training Program	\$ 129,998	\$ 126,000	\$ (3,998)
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Foundation Administration

General Director's Office	\$ 103,689	\$ 140,000	\$ 36,311
Accounting	12,068	20,000	7,932
Operational Services	93,503	138,500	44,997
Communications	76,061	112,000	35,939
Total	<u>\$ 285,321</u>	<u>\$ 410,500</u>	<u>\$ 125,179</u>

Office of the Chairman

Assistant to the Chairman	\$ 42,011	\$ 48,000	\$ 5,989
Controller's Office	21,269	23,000	1,731
Development Office	-	56,000	56,000
Total	<u>\$ 63,280</u>	<u>\$ 127,000</u>	<u>\$ 63,720</u>

Other

Non-departmental Costs	\$ 95,420	\$ 100,000	\$ 4,580
Capital Expenditures	21,143	5,000	(16,143)
Contingency Reserve	-	25,000	25,000
Total	<u>\$ 116,563</u>	<u>\$ 130,000</u>	<u>\$ 13,437</u>

TOTAL EXPENDITURES

\$2,455,947	\$3,039,500	\$ 583,553
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EXPENDITURES IN EXCESS
OF RECEIPTS

\$ (138,781)	\$ (377,500)	\$ 238,719
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FILENE CENTER / WOLF TRAP FARM PARK FOR THE PERFORMING ARTS

THE WOLF TRAP FOUNDATION

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Controller

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Director, Wolf Trap Farm Park
for the Performing Arts

February 25, 1975

TO
The Minister and his Parish

Dear Friends,

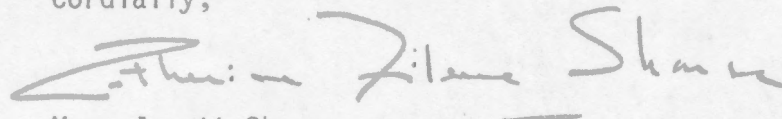
It gives me great pleasure to extend to you and to your families an invitation to join with us at Wolf Trap for the annual Easter Sunrise Celebration. It will be held in the Filene Center at 7:00 a.m. on Sunday, March 30th.

The musical program will be directed by Dr. Wilbert A. King, and we shall conclude with a massed sing-in of audience and choirs of the Hallelujah Chorus from "Messiah" by Handel. Bring your copy with you and celebrate with us this glorious day as the sun rises over Wolf Trap.

If possible, please announce Wolf Trap's Easter Celebration in your church bulletins.

We look forward to greeting you, our neighbors, on Easter morning.

Cordially,



Mrs. Jouett Shouse
For the Board of Directors

