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THE WHITE HOUSE
WASHINGTON

October 12, 1976

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

JIM CANNON

FROM:

JIM CONNOR JEG

SUBJECT:

Initiative in the Arts

Confirming verbal advices to Alan Moore earlier today, the President reviewed your memorandum of October 11 and approved the following option:

Option 1 - In accordance with the Vice President's recommendation, announce the expanded initiative in a challenge grants program.

The President also indicated that he wished to announce this decision at the October 14 dinner.

Please follow-up with appropriate action.

cc: Dick Cheney

Decision is needed in connection with
the Martha Graham Dinner 10/14/76

Confirm
message to
Alan
Moore


THE WHITE HOUSE

DECISION

WASHINGTON

October 11, 1976

MEMORANDUM FOR THE PRESIDENT

FROM: JIM CANNON 
SUBJECT: Initiative in the Arts

On September 14 you discussed with the Vice President his proposal for a Presidential Initiative for the Arts (Tabs A - F).

The Vice President recommended full funding of a proposed cultural challenge grant program, which would be created by then-pending H.R. 12838. This bill, the Art, Humanities and Cultural Affairs Act of 1976, was passed, and you signed it last Friday.

The Issues

The issue now is whether you should announce an Arts Initiative at the dinner you and Mrs. Ford are giving for Martha Graham on the evening of Thursday, October 14.

Background

The Arts, Humanities and Cultural Affairs Act of 1976 authorizes:

\$12 million in FY 77
\$18 million in FY 78
and "such sums as may be necessary," thereafter.

These federal funds must be matched at least 3-1 by non-federal funds for the arts.

The Vice President recommends that the cultural challenge grants program be funded in full at \$12 million for FY 77, \$18 million for FY 78 and \$20 million for FY 79.

In summary, full funding according to the Vice President's recommendations would mean total additional Federal funds over three years of \$50 million. With 3 to 1 matching, this would generate \$50 million of non-Federal money, for a total of \$200 million in new money for the Arts for these three years.

Jim Lynn, in the attached memorandum, recommends disapproval of the Arts Initiative and disapproval of multi-year funding. His comments are at Tab G.

OPTIONS

Option I: In accordance with the Vice President's recommendation, announce the expanded initiative in a challenge grants program.

Pros:

- Indicates expanded Presidential support for the arts.
- Provides for this Presidential initiative to improve the quality of life in the third century.

Cons:

- Provides for an increase above the appropriation level (but within current authorization levels), when other increased funds have been opposed (Labor-HEW veto).
- May result in a similar request from the Humanities Endowment.

Option II: Disapprove the Arts Initiative and continue regular support at the FY 1977 appropriated level.

Pros:

- Provides support for the Arts Endowment within currently budgeted totals.
- Maintains the Administration's position against additional spending.

Cons:

- Will result in disappointment in the cultural community who are aware of the Vice President's and the Arts Endowment's efforts to fund this activity.

STAFF COMMENTS AND RECOMMENDATIONS

Buchen: No objection to Option I

Friedersdorf: Approval of Option I

Lynn: Recommends disapproval of the initiative and is against multi-year funding. If you approve funding all three years at the specified levels, Lynn recommends funding under existing authority rather than the new authority of H.R. 18238. (Tab G)

RECOMMENDATION

I recommend that you approve the full, three-year funding of the Arts initiative, as the Vice President recommended. It is possible to use either the existing or the new authority.

I also recommend that you announce the initiative at the October 14 dinner.

DECISION

MR7

Approve Option I (Full funding under new authority) (Friedersdorf, Cannon)

Approve Option II (Disapprove initiative; continue FY 77 appropriations level) (OMB)

Do you wish to announce this at the October 14 dinner?

MR7

Yes

No

THE PRESIDENT HAS SEEN....



THE VICE PRESIDENT
WASHINGTON

September 14, 1976

MEMORANDUM FOR THE PRESIDENT

FROM: THE VICE PRESIDENT

SUBJECT: Presidential Initiative in the Arts

I recommend that you announce a new, substantive initiative in the arts, namely, full funding of the Cultural Challenge Grant Program, which will raise the level and broaden the base of ongoing financial support for the arts from non-Federal sources.

This Program is authorized by the Arts, Humanities and Cultural Affairs Act of 1976, scheduled for final approval by Congress this month. (See TAB A)

The financial needs of the arts are well documented. Because of insufficient funds, resources are underutilized and important opportunities are being lost.

By championing this Program, you would reassert your strong support for the arts, and your recognition of their significant contributions to the quality of American life and their growing importance to the American people. Such action would be consistent with your past record, thus building an evermore effective "public-private sector partnership" in support of the arts. (See TAB B)

Your leadership in this area has important political advantage, since the arts have already been introduced into the campaign and could well be raised in the debates. (See TAB C)

The Arts Endowment is prepared to assist in all implementing details. (See TABS D, E, and F)

The Cultural Challenge Grant Program

The Arts, Humanities and Cultural Affairs Act of 1976, reauthorizing the National Endowment for the Arts, provides for a new Cultural Challenge Grant Program intended to increase ongoing financial support of the arts by public and private sources. The Bill authorized \$12 million for this Program in FY '77, \$18 million in FY '78, and "such sums as may be necessary," thereafter. Assuming \$20 million in FY '79, the three year total would be \$50 million, which must be matched at least three-to-one by non-Federal funds for the arts. Federal funds are in addition to regular Endowment program moneys, and it is intended that non-Federal matching funds also be new moneys. Thus, the Cultural Challenge Grant Program holds out the prospect of \$200 million in new funds for cultural institutions over three years--a bicentennial gift from the American people to themselves.

In its simplest terms, the Cultural Challenge Grant Program provides cultural institutions with "leverage money" to be used to elicit additional funding from new sources or increased funding from established sources. Cultural Challenge Grants are intended as one-time grants that can be used for up to three years. They will be awarded on the basis of long-range integrated program, audience and cultural development plans submitted by the institutions. On the basis of past experience with challenge grants in other areas and with fund-raising efforts in general, at least 75% of this new or increased giving can be expected to continue beyond the challenge grant period, thus placing the institution involved on a higher plateau of regular philanthropic support.

The President's Record on the Arts

In response to recent inquiries from the President's staff, the National Endowment for the Arts has tabulated a few milestones in the President's record evidencing his position as one of consistently strong public and private advocacy for Federal assistance to the arts:

- 1969 At the dedication ceremonies for the Calder stabile in Grand Rapids, Congressman Ford stated that "Art gives quality to life in our community. It speaks to us of the fundamental truth of human existence--that man is a being with noble aspiration and high ideals....To take metal and shape it into a form that speaks from one man's soul to the soul of others, this is a great achievement."
- 1970 Speaking on the floor of the House in support of the authorizing legislation for the National Foundation on the Arts and the Humanities, he singled out the work of the Arts Endowment as a "good illustration of what can be done by the city, local leaders and the Federal Government working together" and as an example "of what we should do in the future." His support of the arts at that time is perhaps best illustrated by his willingness to speak out in favor of authorizing the legislation at its full amount rather than to give in to the pressures to reduce the recommended amount.
- 1973 The Washington Post and other newspapers throughout the country had editorial praise for the stand Congressman Ford took in supporting the arts and humanities at a time when many other Federal programs were being cut back. The bill he so vigorously championed more than doubled the authorization for the arts for the following three years.

- 1974 One of his early actions as President was to participate in the celebration of the tenth anniversary of the creation of the National Council of the Arts. At that time he noted with pride and enthusiasm that Federal support for the arts had increased many-fold during his period of leadership in the Congress (appropriation FY '69-\$7.7 million; FY '74-\$60.8 million) and promised still greater support in the future.
- 1975-1976 As President, he requested from the Congress increases in the Endowment for the Arts' budget for both Fiscal Years 1976 (+9%) and 1977 (+6%). These increases are particularly notable because they came during a period of heightened concern about inflation and excessive government spending. Faced with these concerns, his decision to request increases for the arts is convincing testimony to his interest in and support for the arts.

Two basic principles have consistently guided the President's support of the arts in the past: (1) his first-hand knowledge of the meaning cultural resources can have for a community, its economy and its people; and (2) his recognition of the multiplier effect of modest amounts of Federal funds used to promote non-Federal support for an activity.

Addressing the first of these principles in 1973, he credited the arts--specifically the stabile by Calder in Grand Rapids, but also including the city's other artistic institutions--with helping "to regenerate a city."

With respect to the second principle, as President, his administration urged the Congress in testimony presented this year to substantially increase the multiplier effect of Federal funds by authorizing the Arts Endowment to establish a "challenge" program. Such a program will use Federal funds to stimulate non-Federal support of the arts on a ratio of at least one Federal dollar to three non-Federal dollars. Recognizing the soundness of this approach, the Congress has included a \$12 million challenge grant program for the Arts Endowment in its authorizing legislation for FY '77 and \$18 million for FY '78.

The President's record on the arts is a solid one, and reflects both strong support and knowledgeable appreciation.

C

Relationship to the Presidential Campaign

The arts have already been introduced into the campaign. Both parties have arts planks in their platforms. Carter has been interviewed for significant articles about the arts, and the White House press office is receiving a markedly increased number of inquiries about the President's positions on various matters related to the arts.

This is not surprising, since the arts have achieved considerable prominence as a matter of general public concern. The actively interested and vocal arts public has grown substantially throughout the country. Governors, mayors and other state and local public leaders have paid far more attention to the arts over the past three to five years.

Carter has given the arts some priority in his campaign, including plans to appoint an arts task force. His press statements reveal a sensitivity to the desire of the arts community for increased Federal funding, but relatively little knowledge of what the Federal government is now doing. By way of example,, he has said that the Federal Government has done little for the arts since John F. Kennedy and that Federal arts spending is overly concentrated on the few rather than the many--both matters of judgment, of course, but hardly borne out of the facts.

The Cultural Challenge Grant initiative would enable the President to maintain his lead with respect to the arts, through action totally consistent with his past record.

D

Program Feasibility

In anticipation of legislation establishing a Cultural Challenge Grant Program, the Arts Endowment has explored the feasibility of successfully implementing such an effort as early as FY '77 and prepared the essential foundations for doing so. More specifically:

1. The National Council on the Arts has reviewed draft guidelines for a Cultural Challenge Grant Program and a final version has been prepared. Plans are ready for the Program's administration in conjunction with the Endowment's on-going activities.
2. The idea of the Program and the methods for its implementation have been discussed with a broad cross-section of cultural leaders, including all Endowment Program Panels that will be concerned with it. These persons have offered a number of worthwhile suggestions and indicated their support for the program and their willingness to work to help ensure its success.
3. The possibility of launching the Program in FY '77 is now under discussion with directors and key board members of a number of cultural institutions. Thus far, their consistent view is that successful local challenge grant campaigns could be prepared and executed in 1977, even though the hour is rather late.
4. Recent meetings with a significant number of chief executive officers of the country's largest corporations indicate (a) their strong approval of the challenge grant approach, (b) their readiness to join with leaders in the arts, foundations, unions, civic associations, and all levels of government in a concerted national campaign to encourage more widespread financial support of cultural activities, and (c) their willingness to provide special corporate financial support for a challenge grant campaign in addition to their current corporate support of the arts.
5. The Advertising Council has shown favorable interest in a national advertising effort for the arts and is expected to approve such action on September 9.
6. An international management consulting firm is now preparing, pro bono, an organizational plan for a national private sector campaign to bring about more widespread financial support of cultural activities, to operate in conjunction with the Cultural Challenge Grant Program.

Program Feasibility

7. On the basis of their history of support for the arts, a number of national leaders in the foundation, union, civic association, and intergovernmental communities could be mobilized in behalf of a new Cultural Challenge Grant Program.

E

Related Action

A Cultural Challenge Grant Program initiative would also afford the President an opportunity to launch a government-wide program to ensure that artists and the arts are more effectively employed as a resource and better served in the context of all government activities. A Statement of Policy on Vocations and the Arts, which originated in a "Tuesday at the White House" meeting, has already been endorsed by the National Council on the Arts. (Copy follows). Both HEW and Labor have agreed in principle to its endorsement.

HEW Secretary Matthews is preparing to issue a policy statement recommending more effective use of and service to the arts in all HEW programs. Both Labor's CETA programs and Commerce' Economic Development programs have been productively used in behalf of the arts during the past year. The Arts Endowment is prepared to work with other Federal departments and agencies in this area.

JULY 1976

THE WHITE HOUSE
Washington

A STATEMENT OF POLICY ON VOCATIONS AND THE ARTS

I must study politics
and war, that my sons
may have the liberty
to study mathematics
and philosophy, geography
natural history, and
naval architecture,
navigation, commerce,
and agriculture, in order
to give their children
a right to study painting,
poetry, music, architecture,
statuary, tapestry,
and porcelain.

John Adams

The arts have a vital part in all aspects of American life. People throughout the country are joining in the creation and appreciation of the various performing, literary, and visual arts more extensively than ever before, thus expanding the range of individual opportunity and enriching the quality of life for all. We welcome the possibility of cultural achievements in the nation's Third Century that will prove as dramatic as its past triumphs in technology and science.

The arts are a national priority and all sectors of American society should become more aware of our expanding cultural resources; in order to serve and use them more effectively. Greater opportunities should be made available for artists of talent to perfect themselves, and the arts brought more effectively to the enrichment of all talents.

Contributions from persons with varied creative abilities that are expressed through or informed by the arts should be sought and welcomed in all our practical pursuits. We must enable the arts of the many cultures represented in America to make their proper contributions, by employing them more fully, not only in their own special forms and institutions--dance, music, painting, sculpture, theatre, photography, literature, museums of history, science and art, and more--but as an integral part of many other aspects of American life.

In light of these considerations, it is important that priority be given and effective steps be taken by all levels of government and the private sector to:

1. Cultivate public awareness of what the arts can contribute and of how they can be well used, thus increasing our desire and capacity to draw upon them;
2. strengthen and expand education in and for the arts at all levels, both to encourage and prepare the professional artist and to increase understanding and appreciation among all our people of the arts and what they can add to human fulfillment;
3. offer more effective counseling and career guidance to persons with talents in the arts whose contributions can better relate the arts to other areas of endeavor; ,

4. provide greater recognition and opportunity for gifted young performing, literary, and visual artists;
5. create more extensive vocational and avocational opportunities for persons skilled in the arts, both in traditional forms of employment for artists and in new forms that will bring persons creative in the arts into other fields;
6. give more attention to the arts in government manpower programs, systematically cultivating the development of new private sector job opportunities for persons with creative abilities in the arts;
7. utilize the arts more effectively and imaginatively in fulfilling the missions of all departments and agencies of the federal government;
8. improve information about the employment of artists and employment opportunities in and related to the arts;
9. encourage the development and exposure of quality performing, literary, and visual arts programs and institutions that are accessible to more people in both rural and urban neighborhoods and communities; and

10. increase opportunities for the refinement and presentation of the folk arts and crafts of both rural and urban America.

F

Providing a Proper Occasion

A good platform could be provided if the First Lady were to have a luncheon for (a) all past and present members of the National Council on the Arts, (b) selected other major cultural leaders, (c) elected heads of principal organizations of state and local public officials, (d) selected other intergovernmental leaders, (e) selected corporate chief executive officers, (f) selected foundation, union, and civic association heads, (g) principal arts leaders from the Congress, and (h) Cabinet officers and independent agency heads having the greatest potential involvement with the arts.

The President would appear at the luncheon to speak on his new initiatives for the arts.

In advance of such an occasion, the Arts Endowment would arrange for the essential widespread positive response to the President's action.

G



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

OCT 6 1976

MEMORANDUM FOR JAMES E. CONNOR

FROM: JAMES T. LYNN

SUBJECT: Presidential Initiatives in the Arts

Comments

You requested my comments and recommendations on a Presidential initiative in the Arts. We have some serious reservations about this initiative, as the Vice President envisions it.

This new program, contained in the recently enacted Arts, Humanities, and Cultural Affairs Act of 1976, is a separate authorization, which the Administration and the National Foundation on the Arts and the Humanities are on record as opposing as duplicative. In fact, the Arts Endowment had already engaged in challenge grant activity before this legislation appeared.

Programmatically, the challenge grant is one that requires the generation of three private dollars for every Federal dollar provided. We believe this idea is a sound way of generating increased private support for cultural institutions that are in financial jeopardy. We support this concept entirely.

However, as with several other newly authorized, separate activities contained in the Arts, Humanities, and Cultural Affairs Act of 1976, this program epitomizes the penchant of the Congress to legislate separate, distinct programs for which there is already existing authority. We believe that announcing support for this separate authority would provide an implicit signal to the Congress that, despite our publicly stated objections, we are willing to provide full support for these types of setasides.

With this as background, I would like to propose the following range of options:

Option 1: Disallow the Endowment's requests and continue regular support at the FY 1977 appropriated level.

Pros:

- o Provides support for the Endowment within currently budgeted totals.
- o Maintains the Administration's position against additional spending.

Con:

- o Will result in disappointment in the cultural community who are aware of the Endowment's efforts to fund this activity.

Option 2: Provide for the request and announce the expanded initiative in a challenge grant program, but under the broadly stated program authority of the Endowment, and request appropriations to accomplish it.

Pros:

- o Provides for this Presidential initiative to improve the quality of life in the third century.
- o Indicates to the Congress the Administration's unwillingness to do so under separate categorical authority.

Cons:

- o Provides for an increase above the appropriation level (but within current authorization levels), when other increased funds have been opposed (Labor-HEW veto).
- o Will likely result in a similar request from the Humanities Endowment.

Option 3: Provide for the Endowment's request within the new challenge grant authority.

Pros:

- o Indicates expanded Presidential support for the Arts.
- o Responds to new challenge grant authority.

Cons:

- o Signals a lack of resolve to the Congress in resisting support for categorical setasides.
- o Will likely result in a similar request from the Humanities Endowment.
- o Is an increase in Federal spending.

Recommendation:

I would recommend that this initiative not be undertaken, so as to remain consistent with our policy of holding down spending. However, if it is going to be done, I strongly urge that it be done within the Endowment's general program, rather than by funding the special, categorical program created by the Congress. The President can still take credit for the initiative: in fact, since it does not use the new categorical program, it demonstrates that the initiative is based on his legislation.

In addition, it seems unnecessary to commit to future year funding. By starting the initiative now, but only committing to seek funding for FY 1977, options can be kept open so that meeting the target of a balanced budget in 1979 would not be compromised.

THE WHITE HOUSE
WASHINGTON

10/9

Trudy:

Connie called on Marsh's comments
on the attached --

"approve"

Sara

October 7, 1976

MEMORANDUM FOR: ALAN MOORE
FROM: TRUDY FRY
SUBJECT: Presidential Initiatives in the Arts

After our discussion, I showed Jim Connor the results received so far in the staffing of the Vice President's memorandum to the President on the above subject.

He believes that the best way to handle this subject is for the Domestic Council to put together a package covering the Vice President's memorandum with staffing comments and the President's Policy on the Arts Statement (which you are presently staffing).

In order for you to do this, I am attaching the staffing comments received by us:

Max Friedersdorf - Recommends approval.

James T. Lynn - Memorandum attached.

Phil Buchen - "No objection but believe statement is not an appropriate place for quotation from John Adams."

Jack Marsh - no comments received as yet. If received, will forward to you.

I am also attaching the original of the Vice President's memorandum to the President for your use in putting together the complete package for the President. Thank you.



EXECUTIVE OFFICE OF THE PRESIDENT

OFFICE OF MANAGEMENT AND BUDGET

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OCT 6 1976

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THE VICE PRESIDENT
WASHINGTON

Oct 14 →

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In anticipation of legislation establishing a Cultural Challenge Grant Program, the Arts Endowment has explored the feasibility of successfully implementing such an effort as early as FY '77 and prepared the essential foundations for doing so. More specifically:

1. The National Council on the Arts has reviewed draft guidelines for a Cultural Challenge Grant Program and a final version has been prepared. Plans are ready for the Program's administration in conjunction with the Endowment's on-going activities.
2. The idea of the Program and the methods for its implementation have been discussed with a broad cross-section of cultural leaders, including all Endowment Program Panels that will be concerned with it. These persons have offered a number of worthwhile suggestions and indicated their support for the program and their willingness to work to help ensure its success.
3. The possibility of launching the Program in FY '77 is now under discussion with directors and key board members of a number of cultural institutions. Thus far, their consistent view is that successful local challenge grant campaigns could be prepared and executed in 1977, even though the hour is rather late.
4. Recent meetings with a significant number of chief executive officers of the country's largest corporations indicate (a) their strong approval of the challenge grant approach, (b) their readiness to join with leaders in the arts, foundations, unions, civic associations, and all levels of government in a concerted national campaign to encourage more widespread financial support of cultural activities, and (c) their willingness to provide special corporate financial support for a challenge grant campaign in addition to their current corporate support of the arts.
5. The Advertising Council has shown favorable interest in a national advertising effort for the arts and is expected to approve such action on September 9.
6. An international management consulting firm is now preparing, pro bono, an organizational plan for a national private sector campaign to bring about more widespread financial support of cultural activities, to operate in conjunction with the Cultural Challenge Grant Program.

Program Feasibility

7. On the basis of their history of support for the arts, a number of national leaders in the foundation, union, civic association, and intergovernmental communities could be mobilized in behalf of a new Cultural Challenge Grant Program.

Related Action

A Cultural Challenge Grant Program initiative would also afford the President an opportunity to launch a government-wide program to ensure that artists and the arts are more effectively employed as a resource and better served in the context of all government activities. A Statement of Policy on Vocations and the Arts, which originated in a "Tuesday at the White House" meeting, has already been endorsed by the National Council on the Arts. (Copy follows). Both HEW and Labor have agreed in principle to its endorsement.

HEW Secretary Matthews is preparing to issue a policy statement recommending more effective use of and service to the arts in all HEW programs. Both Labor's CETA programs and Commerce' Economic Development programs have been productively used in behalf of the arts during the past year. The Arts Endowment is prepared to work with other Federal departments and agencies in this area.

THE WHITE HOUSE
Washington

A STATEMENT OF POLICY ON VOCATIONS AND THE ARTS

I must study politics
and war, that my sons
may have the liberty
to study mathematics
and philosophy, geography
natural history, and
naval architecture,
navigation, commerce,
and agriculture, in order
to give their children
a right to study painting,
poetry, music, architecture,
statuary, tapestry,
and porcelain.

John Adams

The arts have a vital part in all aspects of American life. People throughout the country are joining in the creation and appreciation of the various performing, literary, and visual arts more extensively than ever before, thus expanding the range of individual opportunity and enriching the quality of life for all. We welcome the possibility of cultural achievements in the nation's Third Century that will prove as dramatic as its past triumphs in technology and science.

The arts are a national priority and all sectors of American society should become more aware of our expanding cultural resources, in order to serve and use them more effectively. Greater opportunities should be made available for artists of talent to perfect themselves, and the arts brought more effectively to the enrichment of all talents.

Contributions from persons with varied creative abilities that are expressed through or informed by the arts should be sought and welcomed in all our practical pursuits. We must enable the arts of the many cultures represented in America to make their proper contributions, by employing them more fully, not only in their own special forms and institutions--dance, music, painting, sculpture, theatre, photography, literature, museums of history, science and art, and more--but as an integral part of many other aspects of American life.

In light of these considerations, it is important that priority be given and effective steps be taken by all levels of government and the private sector to:

1. Cultivate public awareness of what the arts can contribute and of how they can be well used, thus increasing our desire and capacity to draw upon them;
2. strengthen and expand education in and for the arts at all levels, both to encourage and prepare the professional artist and to increase understanding and appreciation among all our people of the arts and what they can add to human fulfillment;
3. offer more effective counseling and career guidance to persons with talents in the arts whose contributions can better relate the arts to other areas of endeavor;

4. provide greater recognition and opportunity for gifted young performing, literary, and visual artists;
5. create more extensive vocational and avocational opportunities for persons skilled in the arts, both in traditional forms of employment for artists and in new forms that will bring persons creative in the arts into other fields;
6. give more attention to the arts in government manpower programs, systematically cultivating the development of new private sector job opportunities for persons with creative abilities in the arts;
7. utilize the arts more effectively and imaginatively in fulfilling the missions of all departments and agencies of the federal government;
8. improve information about the employment of artists and employment opportunities in and related to the arts;
9. encourage the development and exposure of quality performing, literary, and visual arts programs and institutions that are accessible to more people in both rural and urban neighborhoods and communities; and

10. increase opportunities for the refinement and presentation of the folk arts and crafts of both rural and urban America.

Providing a Proper Occasion

A good platform could be provided if the First Lady were to have a luncheon for (a) all past and present members of the National Council on the Arts, (b) selected other major cultural leaders, (c) elected heads of principal organizations of state and local public officials, (d) selected other intergovernmental leaders, (e) selected corporate chief executive officers, (f) selected foundation, union, and civic association heads, (g) principal arts leaders from the Congress, and (h) Cabinet officers and independent agency heads having the greatest potential involvement with the arts.

The President would appear at the luncheon to speak on his new initiatives for the arts.

In advance of such an occasion, the Arts Endowment would arrange for the essential widespread positive response to the President's action.

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: Tuesday, October 5, 1976

Time:

FOR ACTION:

cc (for information):

✓ Phil Buchen
✓ Jim Cannon
✓ Max Friedersdorf
✓ Jack Marsh
✓ Jim Lynn

FROM THE STAFF SECRETARY.

DUE: Date: Wednesday, October 6, 1976

Time: Noon

SUBJECT:

The Vice President: Presidential Initiative in the Arts

ACTION REQUESTED:

_____ For Necessary Action

☒ For Your Recommendations

_____ Prepare Agenda and Brief

_____ Draft Reply

☒ For Your Comments

_____ Draft Remarks

REMARKS:

Friedersdorf - OK
Cannon - see comments
Lynn - see detailed comments
Buchen - OK plus comments

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED

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

Jim Connor
For the President

Date: Tuesday, October 5, 1976

Time:

FOR ACTION:

Phil Buchen

Jim Cannon

~~Max Friedersdorf~~ *m.b.*

Jack Marsh

Jim Lynn

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Wednesday, October 6, 1976 Time: Noon

SUBJECT:

The Vice President: Presidential Initiative in the Arts

ACTION REQUESTED:

☐ For Necessary Action☒ For Your Recommendations☐ Prepare Agenda and Brief☐ Draft Reply☒ For Your Comments☐ Draft Remarks

REMARKS:

*Recommend Approval. [Signature]*PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED

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

Jim Connor
For the President

THE WHITE HOUSE
WASHINGTON

Allen Moore said
would be good
to do before
Nathaniel Graham
dinner on 14th
CHB

Staff

October 4, 1976

MR PRESIDENT:

**Presidential Initiative in the
Arts**

The Vice President's office believe that you agreed to the Cultural Challenge Grant Program covered on page 2 of the attached book and are asking this office for verification.

Since there is no indication in the attached book of your decision, we have told them that this decision has not been made to the best of our knowledge.

Are you ready to make a decision concerning the attached memorandum from the Vice President on the above subject?

Yes _____

No _____

Jim Connor

According to VP's office
did not come back to VP
C.H.
Nell is checking 9/29

THE WHITE HOUSE
WASHINGTON

September 29, 1976

TO: TRUDY FRY

FROM: ALLEN MOORE

Vice President's memo to the
President on the "Arts"

Apparently, the President agreed
to the Cultural Challenge Grant
Program at p. 2. We need
verification.

THE WHITE HOUSE

WASHINGTON

October 6, 1976

MEMORANDUM FOR: JIM CONNOR

FROM: JIM CANNON

A handwritten signature in dark ink, appearing to read "Jim Cannon", is written over the printed name "JIM CANNON".

I endorse the Arts initiative that the Vice President and the President discussed on September 14 and that is developed in the Vice President's memorandum you have staffed.

A good opportunity to announce the full funding of the cultural challenge grants program would be at the October 14 dinner the President and Mrs. Ford are giving for Martha Graham as many people from the arts will be attending.

This initiative essentially commits the President to full funding of a program which already exists, but which will receive specific categorical authorization if the President signs H.R. 12838, the Arts, Humanities and Cultural Affairs Act of 1976 (recommendations for signing were unanimous).

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: Tuesday, October 5, 1976

Time:

FOR ACTION:

cc (for information):

~~Phil Buchen~~

Jim Cannon

Max Friedersdorf

Jack Marsh

Jim Lynn

FROM THE STAFF SECRETARY

DUE: Date: Wednesday, October 6, 1976

Time: Noon

SUBJECT:

The Vice President: Presidential Initiative in the Arts

ACTION REQUESTED:

☐ For Necessary Action

☒ For Your Recommendations

☐ Prepare Agenda and Brief

☐ Draft Reply

☒ For Your Comments

☐ Draft Remarks

REMARKS:

No objection but believe statement is not an appropriate place for quotation from John Adams.

P.W.B.

Philip W. Buchen

Counsel to the President

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED

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

Jim Connor
For the President

THE WHITE HOUSE
WASHINGTON

Trudy,

This was in with my mail--in
my box--but I think it is more
yours than mine.

E.

10/5


*How does this
tie into the
VP's plan?*

THE WHITE HOUSE

WASHINGTON

October 5, 1976

MEMORANDUM FOR: PHIL BUCHEN
ROBERT T. HARTMANN
JACK MARSH
MAX FRIEDERSDORF
JIM LYNN

FROM: JIM CANNON 

SUBJECT: DRAFT STATEMENT ON THE PRESIDENT'S
POLICY ON THE ARTS

Attached for your review is a draft statement of the President's policy on the Arts.

I would appreciate having your comments and recommendations sent to Sarah Massengale by 4:00 p.m., Thursday, October 7.

This is being prepared in response to several requests for the President's position on the Arts.

cc: Jim Connor

STATEMENT OF THE PRESIDENT'S POLICY ON THE ARTS

The Arts are a vital ingredient to the quality of American life. Across the country people are showing greater interest in the Arts. More artists and cultural institutions of quality than ever before enrich the minds and spirits of our people, bring new vitality to our communities, and contribute to our economy. We can take pride in this record, and we must work together to extend it.

In the past ten years the Federal Government has provided leadership and funding to help preserve our cultural heritage, to encourage artistic creativity and to make the Arts available to all Americans. Now there are many federal and quasi-federal programs which can assist artists, dancers, photographers, craftsmen, architects, planners, art researchers, historic preservationists, museums, libraries, educational institutions, and other public and private organizations.

As House Minority Leader and as President, I strongly supported the development of the National Endowment for the Arts. My budget in 1976 included \$82 million in federal funds for the Endowment, and I have requested \$87 million in federal funds for 1977. The funds designated for the Endowment provide a small but critical part of the country's total support for the Arts. Even more important, however, they stimulate support from others by providing grants that must be matched with other monies.

In the past year, nearly 4,500 grants were made, reaching a great many local communities in every region of the country.

State and local governments, foundations, corporations, and individuals are contributing to the Arts; the Federal Government's contributions are serving as an essential catalyst in this American renaissance.

The latest initiative in the Arts I have taken is the full funding of the Cultural Challenge Grant program of the National Endowment for the Arts. This program would raise the level and broaden the base of ongoing financial support for the Arts from non-federal sources. The Arts, Humanities, and Cultural Affairs Act of 1976, that I signed on October 9, authorizes \$12 million for this program in FY 77 and \$18 million in FY 78. I have proposed \$20 million for FY 79 -- a total of \$50 million over the three years. These federal funds must be matched at least 3 to 1 by non-federal funds for the arts. Thus, the cultural challenge grant program holds out the prospect of \$200 million in new funds for cultural institutions over the three year period.

This program will enhance the public and private sector partnership that now helps support the arts. The program is consistent with my position that the Federal Government should encourage but not completely subsidize the Arts. I fear that total subsidization might bring with it the attendant philosophical problems of control and censorship.

The Arts offer a fine example of cooperation among levels of government and the private sector in serving the public interest. The pattern of decentralized, diverse and widely-shared responsibility for the Arts fosters their vitality and their freedom to flourish. This must be continued.

Over the years, my wife, Betty, has been an influence on me in many areas, including the arts. She has showed me not only the need of some of our people to be creative in the arts, but also how the arts can enrich the lives of our children the rest of their lives.

The Arts are a national priority. As President I intend to help all sectors of American society become more aware of our expanding cultural resources, in order to serve and use them more effectively.

For the future, it is not enough that the Arts prosper only in their separate domains. More and more, they should become an integral part of our lives. Like the sciences, the arts have a great deal to contribute toward improving the quality of our lives. We should call on them effectively and imaginatively to help us support the humane values of our society and the aspirations and ideals envisioned by our Founding Fathers.