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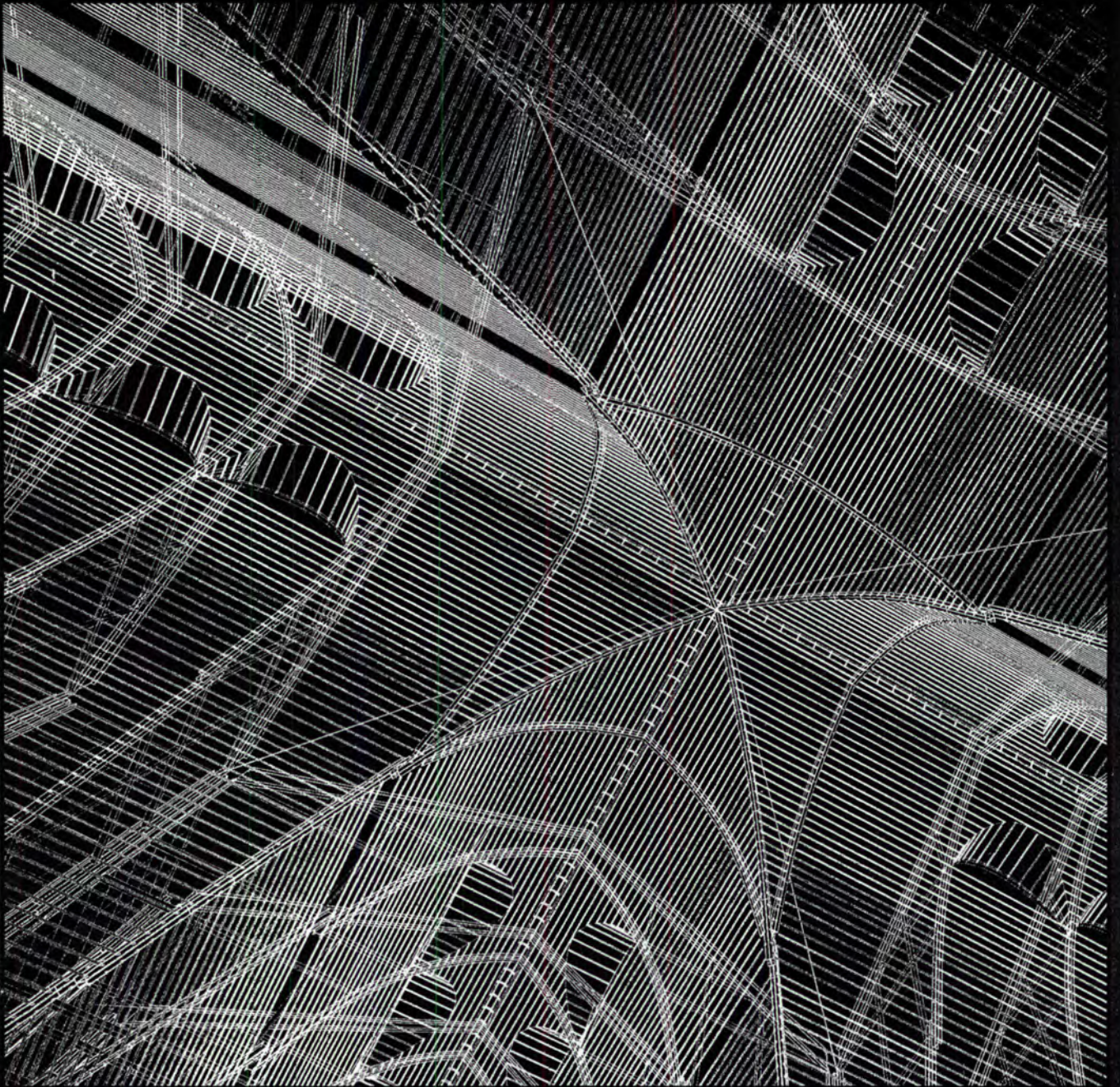
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Creative America



President's Committee on the Arts and the Humanities



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**PHOTOCOPY
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PRESIDENT'S COMMITTEE ON THE ARTS AND THE HUMANITIES

1100 Pennsylvania Avenue, N.W. Suite 526

Washington, D.C. 20506

(202) 682-5409 Fax (202) 682-5668

1998 YEAR-END SUMMARY & OUTLOOK FOR 1999

Events:

- In January we hosted the Coming Up Taller gathering, featuring Arthur Mitchell, founder of the Dance Theatre of Harlem.
- In March we presented the preliminary findings of respected anthropologist, Shirley Brice Heath, on the effects on at-risk youth of engagement in the arts.
- Several members of the Committee met in San Jose with Silicon Valley leaders to discuss possible collaborative projects between the computer industry and the cultural community.
- At the American Academy of Arts and Sciences in Cambridge, we conducted a lively forum on ideas for improving cultural life in the United States.
- In June, in Los Angeles, Terry Semel, Chairman and CEO of Warner Bros. and a President's Committee Vice Chair, hosted a meeting at which Committee members exchanged views with some fifty leaders of the entertainment industry on ways of engaging that powerful force in generating public support for the arts and humanities in this country. The following day we held a forum at the Los Angeles Central Library on creative leadership in the new millennium.
- In October we held the Coming Up Taller Awards ceremony at the White House, where the First Lady presented plaques to representatives of the ten winning projects. Two weeks later Committee members were in San Antonio where our colleague, landscape architect Everett Fly, arranged discussions with the community's business and cultural leaders. Among the participants were Irene Hirano, President of the Japanese-American National Museum; Beth Salerno, President of the American Express Foundation; and Harold Williams, President Emeritus of the J. Paul Getty Trust.
- In November business leader/philanthropist Walter Shorenstein helped the Committee with a wonderful benefit performance in San Francisco of *Bring in 'da Noise, Bring in 'da Funk*, attended by Rita Moreno and Robin Williams.

Projects: Five projects have dominated the year—Coming Up Taller, the Millennium Trails, International Millennium Art Exhibits, creating the PCAH web site, and the arts education research project, *Gaining the Arts Advantage*. The Coming Up Taller Awards were such a success that we are assured a repeat event for the next two years and have high hopes of institutionalizing it. The Millennium Trails became so popular and showed such great potential that the Department of Transportation took the lead, hired a project director and is working with the National Endowment for the Arts to implement it. We continue to play an advisory role.

Another highlight was our recent establishment of the Committee's web site at www.pcah.gov. IMC, a participating company on the Coming Up Taller Initiative, donated its services to the Committee by creating the site's basic structure and design. Bell Atlantic generously contributed to the development of the site, which is hosted by the web site of the National Endowment for the Humanities.

Gaining the Arts Advantage will be on our web site in January 1999 and in print in February.

Outreach: I've made a number of speeches during the year about the work of the President's Committee and so has Harriet. She has given fourteen talks in the United States and five abroad.

Plans for 1999:

- A continuation of the Coming Up Taller Awards and possibly a conference in conjunction with it.
- More projects from the Coming Up Taller Initiative, including a nationwide auction of Samsonite suitcases painted by celebrities (paints supplied by Binney & Smith).
- An expanded PCAH web site, which will add *Gaining the Arts Advantage* to *Coming Up Taller* publications, and other information as we see what is interesting to the public.
- An oral history project in collaboration with the National Endowment for the Humanities.
- A conference with cultural community leaders to discuss opportunities for expanding American cultural programs abroad—an important question in light of the sharp cuts in USIA support in this area.

Upcoming Meetings:

February 3-5, 1999

Miami, Florida

Plenary Session XLIV—at the University of Miami

Public Forum: Arts in Education

Roundtable: Migration and Cultural Identity: the Impact on American Society

May 20-21, 1999

Washington, DC

Plenary Session XLV—at the Smithsonian Castle



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EXECUTIVE DIRECTOR'S QUARTERLY REPORT

January 1 – March 31, 1999

The President's Committee decided at its February meeting to form a Planning Committee to set priorities and establish a plan of action for the coming year. A questionnaire was sent to all President's Committee members to solicit ideas and opinions on the Committee's future direction. The areas under consideration are:

- Education
- Ethnic Diversity in Cultural Leadership
- Oral History
- International Cultural Exchange
- Domestic Indemnification
- Millennium Projects

Education is clearly a high priority, and the Committee will continue its present projects as described below. Ethnic diversity is an important topic now being researched by the staff and under discussion among Planning Committee members. The NEH project, "My History is America's History," is an excellent framework for collaboration with the Committee regarding oral history, and the staff has been working with Patti van Tuyl at NEH to develop a concrete proposal. An initial meeting on International Cultural Exchange took place on March 19th hosted by Rusty Powell. It was a fruitful exchange of information and ideas, but it was agreed that further discussion was needed before any concrete recommendations could be made. Much information on the indemnity program was also collected and will be reported at the May meeting. The millennium projects underway at the Committee are discussed below.

Arts Education

Coming Up Taller

Staff Contact: Judy Weitz

Coming Up Taller focuses on out-of-school arts and humanities programs for children and youth, especially those children who live in circumstances that limit their opportunities. Following the 1996 publication of the *Coming Up Taller* report, the PCAH initiated with the NEA an annual awards program to support and highlight exemplary programs. The first awards were given in 1998 at a White House event by the First Lady in her role as Honorary Chairman of PCAH. We have just concluded the second annual round of solicitations for nominations. We received 350

nominations from 47 states and the District of Columbia. Readers from NEA and PCAH will select 50 semifinalists from this pool by early June. These nominations will be forwarded to an independent National Jury that will recommend ten 1999 awardees. The list of jurors is enclosed.

In addition to coordinating the Coming Up Taller Awards process, we:

- Met with Jacques d'Amboise and staff of the National Dance Institute to discuss ways PCAH might assist in the implementation of Step by Step, an initiative to focus public attention on the importance of learning through the arts. We have put NDI in touch with a dozen national organizations with networks and Web sites that share Step by Step's goals. We hosted a working lunch with NDI staff and several of these groups, including Americans for the Arts, Arts Education Partnership, Benton Foundation, and Dance/USA.
- Expanded and improved the PCAH Web site by updating all the contact information for programs profiled in the *Coming Up Taller* report, added an arts education (in and out-of-school) resource list and information on the 1999 Coming Up Taller Awards.
- Continued to work with the Coming Up Taller Initiative, a network of companies and corporations to support and provide visibility for after-school, summer and weekend arts and humanities programs for children. The 5" video for outreach to new corporate sponsors is almost completed. Approximately a dozen well-regarded sports figures and artists have agreed to participate in Samsonite Corporations' SamArt, a project to support national Coming Up Taller activities and local arts and humanities programs by auctioning Samsonite suitcases decorated and signed by celebrities. The paints, shipping containers, shipping costs, and auctioning will be contributed by various companies, including Binney & Smith (paints).
- Assisted Artists for Humanity, a Boston-based youth arts entrepreneurship program that employs teens to design and produce professional fine and commercial art, to launch their Millennium calendar project. The calendar is a way to demonstrate the creative and professional work of young people. Twelve youth arts programs from around the country will be profiled in the calendar. The revenue from the sale of the calendar will go to these twelve programs and Artists for Humanity.
- Met with Department of Education staff about the 21st Century Learning Centers program to begin a dialogue about ways PCAH and the Education Department might work together to support the arts components of this program.

Gaining the Arts Advantage

Staff Contact: Shawn Wray, Harriet

The Arts Advantage research project, undertaken in collaboration with Arts Education Partnership, is an examination of 91 public school districts with exemplary arts programs. The purpose of the report is to outline critical success factors for achieving exemplary district-wide arts education and to describe the strategies used by the districts to enhance and improve their arts education so that others may learn from their experience.

First Lady Hillary Rodham Clinton launched the publication of *Gaining the Arts Advantage: Lessons from School District that Value Arts Education* at Community School District #25 in Queens, New York. Also on the platform as speakers were The Honorable Gary Ackerman,

Representative of New York's District #5; Dr. John Brademas; Jane Pauley of *Dateline* NBC; 7th grade student Kyle Pleva; Deputy Chancellor Dr. Judith Rizzo of the New York City Board of Education; Ninf Segarra, the Deputy Mayor for Education and Human Services; and Queens Borough President Claire Shulman. The audience was packed with school officials and other notables, including President Committee members Rich Gurin, Ann Sheffer and Alice Kandell.

Each speaker made a strong statement in support of arts education in the school system and praised the President's Committee publication as the first of its kind to describe concrete workable strategies already in place in 91 public school districts around the country. The popularity of the report can be measured by the fact that it is by far the most popular section of the PCAH Web site, and the calls for printed copies are so numerous that the staff is already looking for funds to cover a second printing.

Follow-up activities include talks by both Dick Deasy and Harriet Fulbright before numerous education groups around the country and articles submitted to national education magazines on the report's findings.

Gaining the Arts Advantage is available on the PCAH Web site.

Millennium Projects

International Millennium Art Exhibitions

Staff Contacts: Ed, Caroline

The President's Committee along with the U.S. Information Agency has made considerable progress toward circulating small, but high-quality, exhibitions abroad for the Millennium Celebrations. These exhibitions will begin touring January 2000 and continue through June 2001.

- "Woven by the Grandmothers: Nineteenth-century Navajo Textiles" has been offered to U.S. embassies in Latin America for programming in local museums. The exhibition, organized by the National Museum of the American Indian (Smithsonian Institution), consists of 40 blankets worn by members of the Navajo population and is accompanied by an informational video and educational materials. Smithsonian staff will travel with the exhibition and give lectures on Native American culture.
- "Andy Warhol: A Retrospective" has been offered to U.S. embassies in Eastern Europe and the new independent states. This show will enable audiences who were cut off from Western culture for decades to see works that represent the first truly American movement in art. With its use of subjects from popular culture, Pop Art was for the masses.
- Negotiations are underway for an exhibition of American photography to be offered to embassies in the Middle East and South Asia. These discussions will be finalized by May.

In addition, USIA is developing two poster shows to be offered to embassies around the world for placement in libraries and other cultural institutions:

- “Duke Ellington Remembered” is a series of posters with text that recounts the musical genius of Duke Ellington, America’s first ambassador of jazz. This show is adapted from the exhibition by the Smithsonian Institution Traveling Exhibition Service (SITES). SITES graciously granted the rights for material in the original exhibition. The National Endowment for the Humanities funded the original SITES exhibition.
- “Space Art” is a poster show depicting artwork commissioned by the National Aeronautics and Space Administration along with photos taken from space.

In cooperation with the National Endowment for the Arts and USIA, PCAH has agreed to endorse an exhibition entitled “Illusions of Eden: Visions of the American Heartland” as a millennium project for circulation in Europe. The exhibition, sponsored by Arts Midwest, the Ohio Arts Council and the Columbus Museum of Art, will travel to Vienna, Budapest and a third venue (possibly Poland or the Czech Republic) between June 2000 and June 2001. The theme of the exhibition will be the values that shaped Midwestern American culture. Drawing on what Frederick Jackson Turner described as “that most American of American regions,” the exhibition will be built on four metaphorical themes drawn from the essence of Midwestern values:

- Garden: the earth, topography and nature.
- Home: the family, society, and culture.
- Work: labor and the creation of goods.
- Journey: history, time, transition and travel.

As part of the exhibition concept, a collection of paintings, sculpture and photographs from Central Europe will tour the United States beginning in 2001. Both USIA and the NEA are financial partners in the project and PCAH has agreed to assist with the fundraising for the tour. At present, the sponsors are seeking the remaining \$50,000 required to realize the project. The Museum of Modern Art in Vienna is the organizer of the European show, which will later tour the United States.

Millennium Trails

Jeff Olson

The Millennium Trail Project under the leadership of Jeff Olson at the Department of Transportation is developing a program on the local, regional and national levels. A major launching is planned for Monday, April 19th, in New York City’s Central Park. For more information, you may call the new toll free number, 1-877-MIL-TRLS or look at the Web site, www.millenniumtrails.org.

Other Events of Note

The President's Committee has been pleased to meet with a number of distinguished foreign visitors involved in cultural affairs:

- On January 15th Duncan Kerr, Australia's Shadow Minister of Arts, called to exchange views on government responsibility in cultural matters and to discuss the role of the President's Committee and its activities with regard to the millennium.
- Brian Kennedy, Director of the National Gallery of Australia, came on January 25th to discuss the workings and responsibilities of the President's Committee in detail. He said that the government was considering the formation of something similar in Australia.
- England's Minister for Culture, Media and Sport visited the President's Committee on February 25th to exchange perspectives on arts policy and how the respective countries views their roles. He was also interested in the part played by the President's Committee.

President's Committee co-hosted at the National Academy of Science on March 21st a concert of rarely performed 20th Century chamber music, performed by the National Musical Arts Chamber Ensemble. Committee member Rita Moreno was featured in Sir William Walton's "Façade, an Entertainment." The second piece was Bohuslav Martinu's 20th Century rendition of Oedipus, "The Strangler: a Rite of Passage."

Public Awareness Initiatives

Meetings and Public Briefings

<i>Subject:</i>	The President's Committee: Its Mission and Activities, and Government Role in the Arts
<i>Place and Time:</i>	The Les Aspin Center, Washington, DC Monday, January 25 th
<i>Attendance:</i>	26 interns from various Senate and House offices
<i>Speakers:</i>	Harriet Fulbright made a half-hour presentation, which was followed by a discussion of 1 ½ hours.
<i>Organized By:</i>	The Les Aspin Center
<i>Subject:</i>	"Creating the Arts Advantage: Lessons Learned in Miami"
<i>Place and Time:</i>	Miami Art Museum, Miami, FL Thursday, February 4 th
<i>Attendance:</i>	At least 300
<i>Speakers:</i>	Sandrell Rivers, Arts Supervisor, Miami Dade Parks and Recreation and Parks Department Juan Martinez, Visual Arts Professor, Florida International University

Michael Spring, Chairman, Miami-Dade County Cultural Affairs Council
Edward Villella, Artistic Director, Miami City Ballet
Lilia Garcia, District Director, Division of Life Skills, Miami-Dade
County Public Schools
John Brademas, Chairman, PCAH, Moderator
PCA

Organized By: PCAH

Subject: **“Migration and Cultural Identity: The Impact on American Society”**
Place and Time: North-South Center, University of Miami
Thursday, February 4th
Attendance: 25 scholars and PCAH Committee members
Speakers: Alejandro Aguirre, Deputy Publisher, *Diario Las Americas*
Dorothy Fields, Archivist Historian, History and Research Foundation of
South Florida, Black Archives
Oscar Elizundia, Consul General of Mexico
Max Castro, Senior Research Associate, North-South Center
Leonie Hermantin, Director, Economic Development, Haitian American
Foundation

Organized By: PCAH

Subject: **The President’s Committee: Its Mission and Activities, and
*Gaining the Arts Advantage***
The University of Florida’s Approach to Cultural Learning
Place and Time: University of Florida, Gainesville, FL
Monday, March 15th
Attendance: 16 cultural leaders of the University of Florida
Participants: All the Deans of the departments concerned with arts and humanities, the
campus museum directors and Harriet Fulbright exchanged information on
the role of arts and humanities on campus and in government

Organized By: University of Florida, Gainesville

Subject: **The President’s Committee Mission and Activities, and
*Gaining the Arts Advantage***
Cultural Life in San Francisco
Place and Time: Hawthorne Lane Restaurant, San Francisco, CA
Tuesday, March 23rd
Attendance: 8 San Francisco cultural leaders
Participants: Doris Fisher, Co-founder of GAP Stores
Stanlee Gatti, Chair, San Francisco Art Commission
Evie Haas, Levi Strauss
Barry Hessenius, President/CEO, CALAA
Chris Hellman, Chair, Board of Directors, San Francisco Ballet
Arthur Jacobus, Director, San Francisco Ballet
John Kriedler, Senior Program Officer, San Francisco Foundation
Cora Mirikitani, Senior Program Officer, James Irvine Foundation

Organized By: Barry Hessenius, CALAA

Speeches and Presentations by Harriet Fulbright

“The Role of the Arts”

International Association of Blacks in Dance Conference

Denver, CO

22 January 1999

“International Educational Exchange: Its Current Status and Its Purpose”

University of Florida

Gainesville, FL

15 March 1999

“On Gaining the Arts Advantage”

Senate Arts Reception

ArtTable/Americans for the Arts

Capitol Hill

Washington, DC

16 March 1999

“International Exchange in the Age of Mass Communication”

International Diplomacy Council

San Francisco, CA

23 March 1999



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EXECUTIVE DIRECTOR'S QUARTERLY REPORT

October 8 – December 31, 1998

During the last quarter of 1998, the President's Committee staff has continued to focus on the main issues of concern to Committee members:

- Arts education, in and out of schools, and especially for at-risk children;
- Millennium projects with a cultural component;
- Public awareness of the importance of the arts and humanities and of each citizen's responsibility to enhance and improve their condition.

The President's Committee program consists of research and programs in arts education, of projects which further the President's mandate to reflect on our cultural heritage and leave a lasting legacy for future generations and of meetings with national leaders and the public around the country. What follows is a description of the projects in each of these areas.

Arts Education

Coming Up Taller

Staff Contact: Judy Weitz

The Coming Up Taller project is focused on after-school arts and humanities programs for at-risk youth. The initial publication outlining the work of 220 projects around the country created great interest and led to the development of an awards program to support and highlight exemplary projects, given annually at the White House, and the Coming Up Taller initiative – a partnership between the President's Committee and national corporations interested in supporting the awards and community after-school projects.

This quarter has seen the following Coming Up Taller related results:

- A very successful Coming Up Taller benefit performance of *Bring in 'Da Noise, Bring in 'Da Funk* held at the Golden Gate Theatre in San Francisco on November 10th. The event was sponsored by The Shorenstein Company and featured PCAH member Rita Moreno. Harriet Fulbright also spoke to the sold-out house and the First Lady sent a video message. The invitation listing PCAH members and a news clip are attached.

- A partnership between Binney & Smith and the Samsonite Company Stores for the SamArt Project. The Samsonite Luggage Art Project is one of several efforts embraced by the Coming Up Taller Initiative, the national partnership between the President's Committee and corporations and smaller companies to support arts and humanities programs for young people, especially those "at risk." As the first phase of the project, Samsonite Company Stores will provide suitcases and Binney & Smith will supply paints to "market influencers," including artists. These celebrities will use the suitcases as canvasses, decorating and signing them, and enclosing some object in the suitcase related to themselves and their professions. The suitcases will be auctioned to support Coming Up Taller Awards and community after-school arts and humanities programs.
- The Coming Up Taller Initiative meeting on November 19th in NYC at the Sony Corporation Headquarters. The agenda is attached.
- The unveiling of the basic PCAH Web site (<http://www.pcah.gov>), which includes the *Coming Up Taller Awards 1998* booklet.

Coming Up Taller developments in progress:

- Meeting with American Institute of Graphic Artists to explore possible ways AIGA could enhance the education of at-risk youth by additional exposure to design.
- Meeting with International Child Art Foundation about their July 1999 conference in Washington, DC, and what role PCAH might play.
- Meeting with Institute for Civil Society about support for the Coming Up Taller Awards and the development of their culture and creativity agenda.
- Work with an independent filmmaker in NYC on a 9-minute video to introduce Coming Up Taller and the role the arts and humanities play in young people's lives.

Arts Advantage Research Project

Staff Contacts: Shawn Wray, Harriet

The Arts Advantage research project, undertaken in collaboration with Arts Education Partnership, is an examination of over 80 public school districts with exemplary arts programs. The purpose of the report is to describe the strategies used by the districts to enhance and improve their arts education so that others may learn from their experience.

The publication has been completed and is at the printers, scheduled for release in early February. Also underway is a version for the PCAH web site, which ought to be ready even earlier. Project editor Laura Longley is also working on articles for a number of national education publications willing to print information on our findings in their winter/spring issues. As I have said before, this will provide wide coverage of our rich findings and still allow us to keep the distribution of the full printed report to a reasonable number.

The report contains:

- a forward by the two collaborating organizations (the President's Committee and Arts Education Partnership);

- an introduction stating the overall case for the importance of arts education by Ray Cortines, Executive Director of the Pew Network for Standards-Based Reform at Stanford University.
- a description of critical success factors for achieving district-wide arts education;
- a large number of profiles/case studies containing strategies for improving arts education. The information it contains should be of real value to any district interested in improving their arts education.

Binney and Smith, the GE Fund, the MacArthur Foundation, the National Endowment for the Arts and the Department of Education have funded the Arts Advantage project. The Council of Chief State School Officers and GE Information Services have made significant in-kind contributions. The Litho-Kromer Company, Mead Corporation, Mead Foundation, and Kohl Madden Printing Ink Corporation all contributed the supplies necessary to print the final document.

Millennium Projects

Millennium Trails

Staff Contact: Harriet

The Millennium Trails is a national program that will celebrate, recognize and be a catalyst for creating trails to “honor the past and imagine the future as part of America’s legacy for the year 2000.” From the earliest routes of our ancestors to new urban greenways, to itineraries that tell the story of our nation, trails are an important part of the American landscape. The trails project also hopes to honor the cultural trails unique to the United States.

On November 13, 1998, Secretary of Transportation Slater announced grants of \$4 million dollars in Public Lands Highway Discretionary funds to nine Millennium Trails projects. The federal agencies involved reached a consensus regarding core elements of the program, including five major program areas: Heritage Tours, Festivals, Community Trails 2000, Millennium Legacy Trails and National Millennium Trails.

The major milestones for the coming year include the announcement of the National Millennium Trails on June 5 - National Trails Day, recognition of the Millennium Legacy Trails at the International Rails-to-Trails Conference in June, participation in the National Town Meeting on Sustainable Development in May, initiation of the Millennium Trails partnership development program, active work and events with the major flagship projects, and a countdown towards December 31, 1999.

For further information, a website was established October 5 at <http://www.whitehouse.gov>.

International Millennium Art Exhibitions

Staff Contacts: Ed, Caroline

In response to the President’s call for Millennium projects that help us reflect on our past and imagine the future, the President’s Committee decided to offer to U.S. Embassies around the world special exhibitions of American works that explore the many facets of our cultural heritage and creativity. Exhibitions are being chosen from a variety of categories to include

works on paper, collage, folk art and crafts and photography. Where possible, catalogues, educational materials, and labels will be provided. This project, launched in cooperation with the Millennium Council at the White House, the US Information Agency and the Committee, also involves the Smithsonian, the NEA, the Association of Art Museum Directors, the Department of Veteran Affairs and NASA. The NASA participation is a most welcome development, as its collection of American art inspired by space exploration will, I think, appeal especially to foreign audiences.

There are encouraging developments to report on the Millennium International Art Exhibit project. At a meeting in mid-December, USIA's Associate Director for Educational and Cultural Affairs confirmed that USIA will become a financial partner in the initiative by funding two or three pilot projects. The two geographic areas selected for initial participation will be Latin America and the Near East. Specific embassies and projects are still being discussed, but it appears that there will be an exhibition on a Native American theme as well as a project involving NASA art. Depending on costs, there could be a third exhibition on a performing arts subject.

The next phase of the project will involve discussions with the participating institutions and the other parties (the embassies and the PCAH) to develop time lines, cost-sharing arrangements, and possible private sector sponsorship.

The first project will likely be available for circulation overseas early in the year 2000.

Other Events of Note

On November 5th the President and First Lady presented the Presidential Medals for the Arts and the Humanities at a White House ceremony on the south lawn. Among the winners were philanthropists as well as artists and writers. President's Committee member John Bryan accepted the Medal of the Arts on behalf of the Sara Lee Corporation. A group of young dancers from the Jacques D'Amboise studio provided the entertainment. The ceremony was followed by a lunch at the Corcoran Gallery of Art and a White House dinner, where the guests were treated to a concert played by the Eos Orchestra conducted by Ann Sheffer's brother Jonathan Sheffer.

The President's Committee joined NEA, NEH, and IMLS at a State Department Conference on Holocaust-Era Assets. The issue of art was prominent and was the focus of Under Secretary of State Stuart Eisenstat's presentation. Questions about ownership of the Nazi-confiscated art that had not been subsequently restituted have been particularly troublesome to museums now in possession of some of the work. By the end of the conference at least 15 countries stated publicly that they would abide by the principles drawn up during the sessions.

The General Services Administration has informed the cultural agencies in the Old Post Office that it has other plans for the building and that we will all have to find other office space. We have all agreed that it is important to stay together as a group and have looked at other buildings available in the area. The most recent news is that the move will not take place for another two years so we have time to find the best possible location.

Public Awareness Initiatives

Meetings and Public Briefings:

Place and time: **San Antonio Conservation Society, October 29**

Subject: Cultural Tourism and Arts, Humanities and Business

Estimated Attendance: 30 invited San Antonio leaders in business and culture

Speakers: Mayor Howard Peak
Irene Hirano, Japanese-American National Museum
Richard Hull, Texas Humanities Council
Beth Salerno, American Express Foundation
Harold Williams, J. Paul Getty Trust

Place and time: **Trinity University, San Antonio, October 30**

Subject: The Arts and Humanities: New Initiatives for a New Century

Estimated Attendance: 50

Speakers: Rex Ball, Institute for Texas Culture
Eduardo Diaz, Department of Arts and Cultural Affairs, City of San Antonio
Sandra Mayo, Dean of Arts and Sciences of St. Philip's College
Thomas Staley, Harry Ransom Center for the Humanities

Speeches and Presentations by Harriet Fulbright:

"Government and the Arts"
Arts Transforming the Urban Environment Conference
Rutgers University, Newark
10 October 1998

"Art and Technology: Empowering our Youth"
Getty Conference on Communicating Culture
Los Angeles, California
23 October

"The Role of Government in the Arts"
Arts Management Institute
New York City
20 November

"Important Issues for Future Leaders"
King Juan Carlos Center
New York City
21 November



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EXECUTIVE DIRECTOR'S QUARTERLY REPORT

July 1 – October 7, 1998

Since the 2nd quarter report, The President's Committee staff has continued to focus on the main issues of concern to Committee members:

- Arts education, in and out of schools and especially for at-risk children;
- Millennium projects with a cultural component;
- Public awareness of the importance arts and humanities and each citizen's responsibility to enhance and improve their condition.

The President's Committee program consists of research and programs in arts education, of projects which further the President's mandate to reflect on our past cultural heritage and leave a lasting legacy for future generations and of meetings with national leaders and the public around the country. What follows is a description of the projects in each of these areas.

Arts Education

Coming Up Taller Awards

Staff Contact: Judy Weitz

The Coming Up Taller Awards are designed to give recognition to the programs across the nation dedicated to providing safe havens for at-risk children after school and give them valuable skills and therefore hope for the future. The President's Committee received 620 nominations from 48 states, the District of Columbia, and Guam. Below is the list of winners chosen by a nationally recognized jury:

Appalachian Media Institute, Whitesburg, KY
Arts Apprenticeship Training Program, Pittsburgh, PA
The Experimental Gallery, Seattle, WA
The 52nd Street Project, New York, NY
Gallup Performing Arts Academy, Gallup, NM
Kaleidoscope Preschool Arts Enrichment Program, Philadelphia, PA
PAH! Deaf Youth Theatre, Boston, MA
Street-Level Youth Media, Chicago, IL
Urban smARTS, San Antonio, TX
The Yard (Youth At Risk Dancing), Cleveland, OH

All ten winners sent at least one adult and one child to represent their program and gathered on the evening of October 6th to celebrate over dinner and receive from Harriet Fulbright and Scott Shanklin-Peterson of NEA their cash awards. It was a chance to get to know and enjoy one another.

The next morning everyone gathered in the PCAH conference room to hear each project director describe his or her program: how it began, what group of young people it served, whatever future plans were developing. Marianne Klink of the NEA organized and presided over the event.

The awards ceremony at the White House on the afternoon of October 7th was a complete success. NEA Chairman Bill Ivey and PCAH Chairman John Brademas each spoke to the audience on the importance of the awards, and the First Lady added her own words of inspiration before handing out the plaques to each group. Jesse Trevino followed with a heartfelt speech about how important these programs are, and as a grand finale James McDaniel and two young girls from the 52nd Street Project produced a skit which brought tears to most eyes.

Support for the event came from the NEA, which provided half the dollar awards and an impressive number of corporations and individuals listed on the inside cover of the *Coming Up Taller Awards* publication. The White House ceremony and the dinner the night before were both recorded on video and will be ready for viewing in the near future.

The President's Committee together with the Coming Up Taller Initiative is already moving ahead to plan for future awards programs.

Arts Advantage Research Project

Staff Contact: Shawn Wray, Harriet

The Arts Advantage research project is an examination of over 80 public school districts with exemplary arts programs. The purpose of the report is to describe the strategies used by the districts to enhance and improve their arts education so that others may learn from their experience.

Project editor Laura Longley has all but finished the organization and layout of the material gathered and is now working with the designer generously provided by Binney & Smith. Laura is also working on articles for a number of national education publications willing to print information on our findings in their fall or winter issues. As I have said before, this will provide wide coverage of our rich findings and still allow us to keep the distribution of the full report to a reasonable number.

The report contains:

- a forward by the two collaborating organizations (the President's Committee and Goals 2000 Arts Education Partnership);
- an introduction stating the overall case for the importance of arts education by Ray Cortines (formerly the Acting Assistant Secretary of Education/OERI);
- a description of critical success factors for achieving district-wide arts education;

- a large number of profiles/case studies containing strategies for improving arts education. The information it contains should be of real value to any district interested in improving their arts education.

Binney and Smith, the GE Fund, the MacArthur Foundation, the National Endowment for the Arts and the Department of Education have funded the project. The Council of Chief State School Officers and GE Information Services have made significant in-kind contributions. The Litho-Kromer Company, Mead Corporation, Mead Foundation, and Kohl Madden Printing Ink Corporation all contributed the supplies necessary to print the final document.

Millennium Projects

Millennium Trails

Staff Contact: Harriet

The Millennium Trails is a national program that will celebrate, recognize and be a catalyst for creating trails to “honor the past and imagine the future as part of America’s legacy for the year 2000. From the earliest routes of our ancestors to new urban greenways, to itineraries that tell the story of our nation, trails are an important part of the American landscape. The trails project also hopes to honor the cultural trails unique to the United States.

The Millennium Trails project seems to have captured everyone’s imagination. Not only are the cultural agencies interested in cooperating, but the Departments of Transportation, Commerce, Interior, Education and Defense are also committed to collaborating on the project. There are also numerous nonprofit organizations involved in trails and/or history, and each of them are delighted to become a part of the project.

On Monday, October 5th, the First Lady, the Secretary of Transportation, the Director of the National Park Service, Maryland’s Senators, Governor and Lieutenant Governor, and Congressional Representative all spoke at an official opening ceremony of the project which took place on the Baltimore Annapolis Trail outside of Annapolis, Maryland. The audience was composed of local citizens, the school children who take care of the flowers lining the trail, a boy scout troop and a lively country music band.

International Millennium Art Exhibitions

Staff Contact: Ed, Caroline

When President and Mrs. Clinton announced their intention to showcase the best of American arts and culture, the President’s Committee decided to offer to U.S. Embassies around the world special exhibitions exploring the many facets of our cultural heritage and creativity. The Committee will identify appropriate exhibitions in the visual arts that will tour abroad from 1999-2001 in honor of the coming millennium. Exhibitions will be chosen from a variety of categories to include works on paper, collage, folk art and crafts and photography. Where possible, catalogues, educational materials, and labels will be provided. Venues will be selected through the U.S. Embassies abroad.

This project, launched in cooperation with the Millennium Office at the White House, The US Information Agency and the Committee, has also involved other players: The Smithsonian, the

NEA, the Association of Art Museum Directors, The Department of Veteran Affairs, and our most recent partner, NASA. The NASA participation is a most welcome development, as its collection of American art inspired by space exploration will, I think, appeal especially to foreign audiences.

A cable offering our Embassies an opportunity to participate in art related millennium initiatives was sent out by USIA in early October inviting Embassies to cable expressions of their interest back to USIA. In the meantime, PCAH staff has informally been in contact with a number of our overseas missions and has received enthusiastic support for the initiative. Among those contacted were Embassies in countries where NASA has special interest: South Africa, Chile, Argentina, Mexico, Brazil, Morocco and Israel. The cable from USIA went to all of our Embassies except those in Western Europe and included a list of possible projects that could be available during 2000 and 2001. Among specific exhibitions offered were:

Woven by Grandmothers, 19th century Navajo textiles from the National Museum of the American Indian

Common Threads, Navajo and Pueblo Textiles from the Heard Museum, Phoenix

In Touch with Art, Works by a blind Vietnam Veteran

NASA Through the Eyes of Artists

Women of the Photo League

Spirited Objects, Folk art and crafts from SITES

We are excited by the response and will keep the members of the Committee apprised of developments.

While the list is not yet final, it is clear that the President's Committee can choose from a rich variety of excellent exhibits that reflect and portray the rich and diverse aspects of American art and culture and further the goal of mutual international understanding.

Other Potential Millennium Initiatives

We have also had preliminary conversations with the Art in Embassies Office in the Department of State on a possible millennium project entitled Teen 2000. This initiative, which is still very much in the developmental stage, would be an elaborate music, dance and theatre project involving teens from every state in the country. Current plans call for a Washington premier at the Kennedy Center with simultaneous video hook ups with several sites around the country. As discussions are still in the very early stage, we will keep members up to date as additional developments occur.

Other Events of Note

On September 18th the President's Committee received a courtesy call from Great Britain's Secretary of State for Culture, Media and Sport Chris Smith. David Blagborough, the new British Council attache, accompanied him. We exchanged views on millennial activities and the issues that have developed around them. Great Britain has developed a much larger budget through the national lottery, and a larger set of problems as a result of the fund allocation, but there are a number of interesting projects underway. He was interested in the President's Committee work and looked forward to reading *Creative America*. The Coming Up Taller Initiative and awards program also caught his attention, and his questions were thoughtful. We agreed to keep each other informed of our progress.

Representative Sidney Yates of Illinois, acclaimed champion of the arts in the House of Representatives, was given a farewell reception on Capitol Hill on September 23rd by the American Arts Alliance. The huge and distinguished crowd reflected his decades long distinguished service to the arts community. Among the speakers were the chairmen of both Endowments, Diane Frankel of IMLS and House and Senate leaders from both parties, all of whom promised to do their part in protecting the arts, the practitioners and institutions.

Public Awareness Initiatives

Speeches and Presentations by Harriet Fulbright:

United Nations University
International Leadership Academy
"Leadership and Culture", the opening speech for the Second Annual Leadership Conference
Amman, Jordan
11 July 1998

International Seminar on the Economics of Culture
Fondo Nacional de las Artes
"Government and the Arts"
Buenos Aires, Argentina
19 August 1998

Arts in Society: Strategies for the 21st Century
Dickinson College
"Philanthropy and Its Importance for the Arts", panel discussion
Carlisle, Pennsylvania
11 September 1998

The Changing Face of Transnational Education Conference
Global Alliance for Transnational Education
"Culture and Politics"
Paris, France
30 September 1998



PRESIDENT'S COMMITTEE ON THE ARTS AND THE HUMANITIES

1100 Pennsylvania Avenue, N.W. Suite 526

Washington, D.C. 20506

(202) 682-5409 Fax (202) 682-5668

EXECUTIVE DIRECTOR'S QUARTERLY REPORT

April 1 – June 30, 1998

Since assuming my position 14 months ago, I have been listening to Committee members to clarify my perception of their priorities. What I have heard in this period is that there are three main issues of interest:

- Arts education, in and out of schools and especially for at-risk children;
- Millennium projects with a cultural component;
- Public awareness of the importance arts and humanities and each citizen's responsibility to enhance and improve its condition.

The President's Committee staff has built a program with these priorities in mind consisting of research and programs in arts education, of projects which further the President's mandate to reflect on our past cultural heritage and leave a lasting legacy for future generations and of meetings with national leaders and the public around the country.

Arts Education

Coming Up Taller Initiative

Staff Contact: Judy

The Coming Up Taller Initiative, a network of corporations, business executives, professionals, and private nonprofits, met on April 30/May 1st at the Kennedy Center in Washington, DC. The meeting was attended by 22 members and focused on developing communication tools for the initiative and identifying in-kind support for the Coming Up Taller Awards effort. The attendees met members of the President's Committee at a combined lunch.

Through this partnership:

- Thomas and Victoria O'Gara, Travelodge, and Universal Studios have provided funding support for the 1998 Coming Up Taller Awards.
- Hachette Filipacchi has contributed design support for the Coming Up Taller Initiative logo and will identify a publisher for a publication to honor the 1998 winners of the Coming Up Taller Awards.
- Beth Singer Designs has offered design services for the publication commemorating the 1998 award winners.

- Loews/Sony has agreed to design a Coming Up Taller Initiative Web page to be linked to a PCAH homepage.
- The Widmeyer-Baker Group offered communications support to the Coming Up Taller Initiative and to the Coming Up Taller Awards event.
- Hachette Filipacchi has identified a photographer to photograph a children's theatre program in the Hell's Kitchen neighborhood of NYC for publication in one of their photography magazines. The photographs will be sold through a gallery with the proceeds going to the program.
- Noel Gould, Esq. brought students from Educational Video Center in New York City to participate in the Virtual Trade Center event at the Ronald Reagan Building. Working with Black Ice Productions, the students were paid for their time as part of the filming crew.
- Pellom and Navvab McDaniels identified a Kansas City publisher interested in publishing the artwork of a local DC art program.

Coming Up Taller Awards

Staff Contact: Judy Weitz

The President's Committee received 620 nominations for the Coming Up Taller Awards. These nominations come from 48 states, the District of Columbia, and Guam. After review by PCAH and NEA staff, a 10-person National Jury of experts in the arts and humanities, education, prevention and youth development will review the nominations of 50 semifinalists. The jury will recommend 10-15 award recipients to the President's Committee.

The National Jury was put together by PCAH staff in consultation with the NEA, IMLS, NEH, and PCAH members Susan Barnes-Gelt, David Henry Hwang, Everett Fly and Anthony Podesta.

In addition to Anne Cox Chambers, PCAH member Anthony Podesta has joined three members of the Coming Up Taller Initiative in supporting the awards.

A letter requesting that the First Lady, in her role as Honorary Chairman of the President's Committee, give the awards at a White House event in early November has been sent to the White House. We met with White House staff on May 14th to discuss the event and other arts education opportunities in which PCAH is involved.

On May 17, 1998 *Parade Magazine* carried an article on arts and teenagers. *Why Art Can Change a Teenager's Life* was inspired by PCAH's report, *Coming Up Taller: Arts and Humanities Programs for Children and Youth* and highlighted the President's Committee and the Coming Up Taller Awards. We received over 1400 letters and e-mails from grandparents, parents, children, teenagers in juvenile detention, artists, school superintendents, community leaders, and program heads. Every letter was answered. The urgency of many of the letters brought home to us once again the importance of our work to enhance the availability of the arts and the humanities to children, especially those living in detrimental family and community circumstances.

Arts Advantage Research Project

Staff Contact: Shawn Wray

In collaboration with Goals 2000 Arts Education Partnership, the *Arts Advantage* team (Dawn Ellis, Catherine Burt and Shawn Wray) has completed the first draft of the full document. The President's Committee has hired a first rate editor by the name of Laura Longley, who is examining the material with the widest possible distribution within a tight budget in mind. Letters went out to ten national organizations that put out regular publications and have an interest in arts education to find out if they were willing to print articles on our findings. Since each of them wanted some form of exclusive, we have started to target the information to each based on their specific audience. We are enthusiastic about this approach since it gives wide coverage of our rich findings and still allows us to keep the distribution of the full report to a reasonable number.

The report will contain information on the eight districts visited and from 80 districts, outlines of their strategies for strengthening specific areas of arts education. Ray Cortines, formerly the Acting Assistant Secretary of Education/OERI, has written an excellent introduction. Brent Wilson, Director of the Pennsylvania State University's Arts Education program, made an invaluable contribution to the research. Binney and Smith's Rich Gurin, the GE Fund, the MacArthur Foundation, and the Department of Education have funded the project. The Council of Chief State School Officers and GE Information Services have made significant in-kind contributions.

Millennium Projects

Millennium Trails/Kit

Staff Contact: Harriet, Malcolm

The Millennium Trails project seems to have captured everyone's imagination. Not only are the cultural agencies interested in cooperating, but the Departments of Transportation, Commerce, Interior, Education and Defense are working in collaboration with us. We also have called a meeting of two dozen nonprofit organizations involved in trails and/or history, and each of them indicated that they would love to become a part of the project. Those included in the meeting were:

American Arts Alliance
American Association of Museums
American Association of State and Local History
American Trails
Americans for the Arts
The Conservation Fund
D.C. Commission on the Arts and the Humanities
East Coast Greenway Alliance
Federation of State Humanities Councils
Greenways, Inc.
Looking Glass (Tennessee Pass Trail)
National Assembly of State Arts Agencies
National History Day
National Task Force on Folk Arts in Education

Organization of American Historians
Rails-to-Trails Conservancy
Trust for Public Land
Urban Edges, Inc.
Walking Magazine

Caroline Croft returned from the millennium meeting in Rome saying that all eight countries participating were also anxious to join. Phil Noble, a specialist in strategic planning using the internet and the media, has been helping us with the structure of the organization and the implementation of the many ideas which the project generates. We are now looking at ways to underwrite the various activities of particular interest.

Creativity – a Millennium Exhibit

Staff Contact: Harriet

Creativity is one of the most misunderstood attributes of humankind and one of the most important. It can not only be stimulated but taught. Pre-school children seem to know how to explore creatively if left to their own devices, but this instinctive form of investigation is often seriously hampered as one grows. Most definitions of the American character include the word “creativity,” and yet we persistently ignore its roots and often stifle its manifestations in our educational institutions. The President’s Committee on the Arts and the Humanities proposes to sponsor an exhibit on creativity to highlight its importance and define its character. By shedding light on the process and its importance in our competitive global society, we hope to establish a better understanding of how to foster it and why.

The exhibit will be founded on these principles:

- creativity comes out of a response to a problem or a desire;
- the most effective way to learn about creativity is by being a participant in the process;
- active audiences can add to creativity by being responsive, dynamic and thoughtful.

The central element in the exhibit is a visitor-created vision of a community. Building on top of a street plan of the local community, people participate in creative activities that result in a collective vision of their community’s past, present and future. At the end of their visit, visitors can see their neighbors’ and their own activities on screen. Each day, the “daily rushes” appear in the Presentation Theater. At the end of the exhibit’s stay in a community, this theater hosts a full-length documentary presentation about the community’s creative contributions to the project.

At the close of the Millennial Year, a national TV program can air the combined footage from exhibitions all over the country. This feature-length documentary captures the best of America’s creative spirit. The legacy of the exhibition is its message to the future: here is a record of ordinary people all across this great nation coming together to actively engage in the creative process and to celebrate their own creativity. The creative spirit imbues each and every one of us; this is the spirit the nation needs to continue to thrive and progress in the 21st century.

International Millennium Art Exhibitions

Staff Contact: Malcolm, Caroline

The President's Committee is working in close cooperation with the White House Millennium Council, the U.S. Information Agency and museums across the country to mark the observance of the new millennium. Participating agencies include the National Endowment for the Arts, the National Endowment for the Humanities, the Smithsonian Institution, the Library of Congress, the Arts in Embassies of the Department of State, and Veterans Affairs.

President and Mrs. Clinton recently announced their intention to showcase the best of American arts and culture at the White House in Washington, DC. The Millennium Council seeks, in the President's words, to "Honor the past, imagine the future." This will be accomplished through special exhibitions and events exploring the many facets of our cultural heritage and creativity.

The Millennium Council and the President's Committee on the Arts and the Humanities will identify appropriate exhibitions in the visual arts that will tour abroad from 1999-2001 in honor of the coming millennium. In particular, we have found that Native American art is in great demand, and we have identified several outstanding small collections. Exhibits such as "Woven by the Grandmothers," at the National Museum of Women in the Arts, seem to capture the White House theme of honoring our distinctive American cultural traditions while offering foreign audiences an exciting and first-rate exhibition.

Other museums interested in collaborating with the President's Committee are the Southwest Museum in Los Angeles, the National Portrait Gallery, and the Corcoran. We have also received a great deal of cooperation and interest from other federal agencies. The Department of Veterans Affairs curates a number of shows featuring contemporary American artists, and we are discussing these with the Department and with USIA.

Exhibitions will be chosen from a variety of categories to include works on paper, collage, folk art and crafts and photography. Where possible, catalogues, educational materials, and labels will be provided. Venues will be selected through the U.S. Embassies abroad.

While the list is not yet final, it is clear that the President's Committee can choose from a rich variety of excellent exhibits that reflect and portray the rich and diverse aspects of American art and culture and further the goal of mutual international understanding.

Public Awareness Initiatives

Meetings and Public Briefings:

Burbank, CA – 22 June

Warner Bros. Studios

Subject: Arts education, preservation of cultural heritage, possible collaboration between the commercial and nonprofit sectors of the cultural community

Estimated Attendance: 57

Speakers:

Terry Semel, Chairman and CEO, Warner Brothers
John Brademas, Chairman, President's Committee
Harriet Mayor Fulbright, Executive Director, President's Committee
Bill Ivey, Chairman, National Endowment for the Arts
Jack Valenti, President & CEO, Motion Picture Association of America
Quincy Jones, Music Impresario and President's Committee member

Los Angeles, CA – 23 June

The Central Library

Subject: Creative Leadership in the New Millennium

Estimated Attendance: 200

Speakers:

John Brademas, Chairman, President's Committee
Barry Hessenius, President, California Assembly of Local Arts Agencies
Al Nodal, City of Los Angeles, Department of Cultural Affairs
Bill Ivey, Chairman, National Endowment for the Arts
Barry Munitz, President, The Getty Trust
Tomas Benitez, Director of Self Help Graphics & Art
Karen Stokes, Project Manager for *LA as Subject*, Getty Information Institute
Gerald Yoshitomi, Director, Japanese-American Cultural & Community Center
Sandra Gibson, Vice President, Americans for the Arts

Speeches and Presentations by Harriet Fulbright:

Conference of World Affairs, Boulder, CO – April 7, 1998

Panels: "How a Nation Imagines Itself: Funding the Arts"

"Creative America: Funding the Arts"

Discussion with regional and state arts organizations on how they might help the cause of arts education

Center for Quality Assurance Conference - 11 May 1998

"Challenges and Opportunities in the Approaching Millennium"

French Embassy, Washington, DC

American Arts Alliance Board meeting – 28 May 1998

"Current Activities of the President's Committee on the Arts and the Humanities"

AAA offices, Washington, DC

The Alexander von Humboldt Association Annual Meeting – 30 May 1998

"Culture and Politics"

New York University, New York, NY

The Scholastic Art & Writing Awards Ceremony – 19 June 1998

"Hearts & Minds: The Importance of Arts Education in their Development"

The Corcoran Gallery of Art, Washington DC

Personnel Changes

This has been a bittersweet period of transition for the President's Committee staff. Jane Engelstad has left to assume the position of Administrative Director for the White House Millennium Council. While we will miss her very much, she still will be working with us on one of our most important initiatives – the millennium – and we are fortunate indeed to have the able services of Regina Syquia to take her place. Shifting to Regina's former position as Staff Assistant is Shawn Wray, who started as an intern with Arts Advantage and graduated to temporary staff assistant for the project. Shawn also has a good grasp of the work of the Committee and already knows the demands of the job.

Malcolm Richardson deserves congratulations for having won a Fulbright scholarship to Germany for the fall semester (I swear that I had nothing to do with it!). In his place will be Edward McBride, retired Cultural Affairs Officer from the United States Information Agency. Ed has served in a number of countries around the world, including Great Britain, Romania and Spain. In the early '90's he traveled through Eastern Europe as a consultant to fledgling Fulbright Commissions, advising them on the legal issues and all the myriad details of setting up a bi-national entity.

Having ably completed her task, Dawn Ellis, Senior Project Director for the Arts Advantage research project has moved on to become Education Coordinator for the Vermont State Arts Council. She has generously agreed to consult with us on a regular basis until the research is in print and distributed, and I am sure that we will be taking her up on her offer. Laura Longley, an experienced editor in the field of arts education, is now giving shape to all the material for both the articles and the full research document.

The Committee itself has undergone quite a number of changes. David Gardner, Jaroslav Pelikan, Phyllis Rosen and Dave Warren have left us because of the press of other business. Bill Ivey has become a federal member, leaving another spot open. And co-chair Cynthia has just resigned to assume the ambassadorship of the Netherlands. The White House is now reviewing a number of new candidates and should be announcing a new slate soon.

<http://www.pcah.gov>

If you are interested in:

- The contributions culture makes to democracy
- Presenting American culture abroad
- Cultural tourism
- Arts Education
- How the arts and humanities are working for children during out-of-school time

And more...

Visit our Website.

Learn about...

- PCAH partnerships, including Coming Up Taller
- New information and reports
- Where we are going and what we are doing across the country

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**PHOTOCOPY
PRESERVATION**

The President's Committee is a presidential advisory committee established in 1982 and reinvigorated by President Clinton in 1994 with his appointment of 32 private citizens and 13 leaders of federal agencies with cultural programs. The Committee

works to encourage private sector support and public appreciation of the value of the arts and humanities through projects, publications and meetings.



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GAINING THE **ARTS** ADVANTAGE

Lessons From School Districts That Value
ARTS EDUCATION



New Programs, Publications and Procedures 1997-1999

Programs

Public Briefings on *Creative America, Gaining the Arts Advantage*:

- Cambridge, MA 3-98
- Chicago, IL 9-97
- Denver, CO 3-98
- Los Angeles, CA 6-98
- Miami, FL 2-99
- Minneapolis, MN 6-97
- New York, NY 5-97
- San Antonio, TX 10-98
- San Jose, CA 3-98
- San Francisco, CA 12-97

Coming Up Taller State of the Union meeting 1-98

Established the Coming Up Taller Initiative of 35 corporations

Coming Up Taller Awards, White House, 10-98

Millennium Initiatives

- Millennium Trails (this is now being administered by the Department of Transportation)
- International Art Exhibit Program
- DC Citypiece, in partnership with the Kreeger Museum

President's Committee web site (www.pcah.gov)

- All PCAH publications
- Coming Up Taller Initiative and Awards information
- Committee members and activities information
- What's New
- Links to related web sites

Publications

- *Coming Up Taller Awards* booklet, 1998
- *Gaining the Arts Advantage: Lessons Learned from School Districts that Value Arts Education* 1999

New Procedures

- Quarterly Reports
- Annual Report
- Comprehensive Financial Statements
- President's Committee Charter review

1999 PCAH BUDGET

JANUARY - DECEMBER 1999 BUDGET				
RESOURCES--May exceed actual expenditures				
ITEM	PUBLIC	PRIVATE	TOTAL	NOTES
Personnel: Salary & Benefits				
2 Federal Payroll Positions	\$192,750		\$192,750	Prorated
2 Non-Federal Positions		\$75,000	\$75,000	May have balance leftover
1 Full-time Consultant		\$51,000	\$51,000	
Coming Up Taller Cash Awards	\$50,000	\$25,000	\$75,000	Will be 100% disbursed
Coming Up Taller Projects		\$47,500	\$47,500	
Gaining the Arts Advantage				
Writor/Editor Fees and Publishing Costs		\$52,000	\$52,000	Held at CCSO
March 3 Event		\$4,300	\$4,300	
Reprinting GAA		\$13,000	\$13,000	
Website Development		\$24,000	\$24,000	May have balance leftover
Travel				
Conferences, Meetings, etc.	\$2,000	\$3,000	\$5,000	
Travel to PCAH meetings	\$1,000	\$7,000	\$8,000	
Incidentals		\$10,000	\$10,000	
Transportation of Things (couriers, et al.)	\$1,000		\$1,000	From NEA Estimate
Rent	\$37,500		\$37,500	From NEA Estimate--Prorated
Postage	\$2,250		\$2,250	From NEA Estimate--Prorated
Telephone	\$3,750		\$3,750	From NEA Estimate--Prorated
Misc. Printing (Not including reports)	\$3,014		\$3,014	
Misc. Contractual Services (transcription, et al.)	\$2,000		\$2,000	
Misc. Supplies	\$2,000		\$2,000	From NEA Estimate
1998 Balance Brought Forward	\$0	\$3,000	\$3,000	Add both ACLS & NEA gift funds
1999 TOTAL RESOURCES	\$297,264	\$314,800	\$612,064	
EXPENDITURES				
ITEM	PUBLIC	PRIVATE	TOTAL	NOTES
Personnel: Salary & Benefits				
2 Federal Payroll Positions	\$192,750		\$192,750	
2 Non-Federal Positions		\$68,000	\$68,000	
1 Full-time Consultant		\$100,000	\$100,000	
PCAH Meetings				
Miami: February 1999	\$800	\$1,200	\$2,000	
Washington: May 1999		\$3,000	\$3,000	Overlaps w/printing/contract.fees

1999 PCAH BUDGET

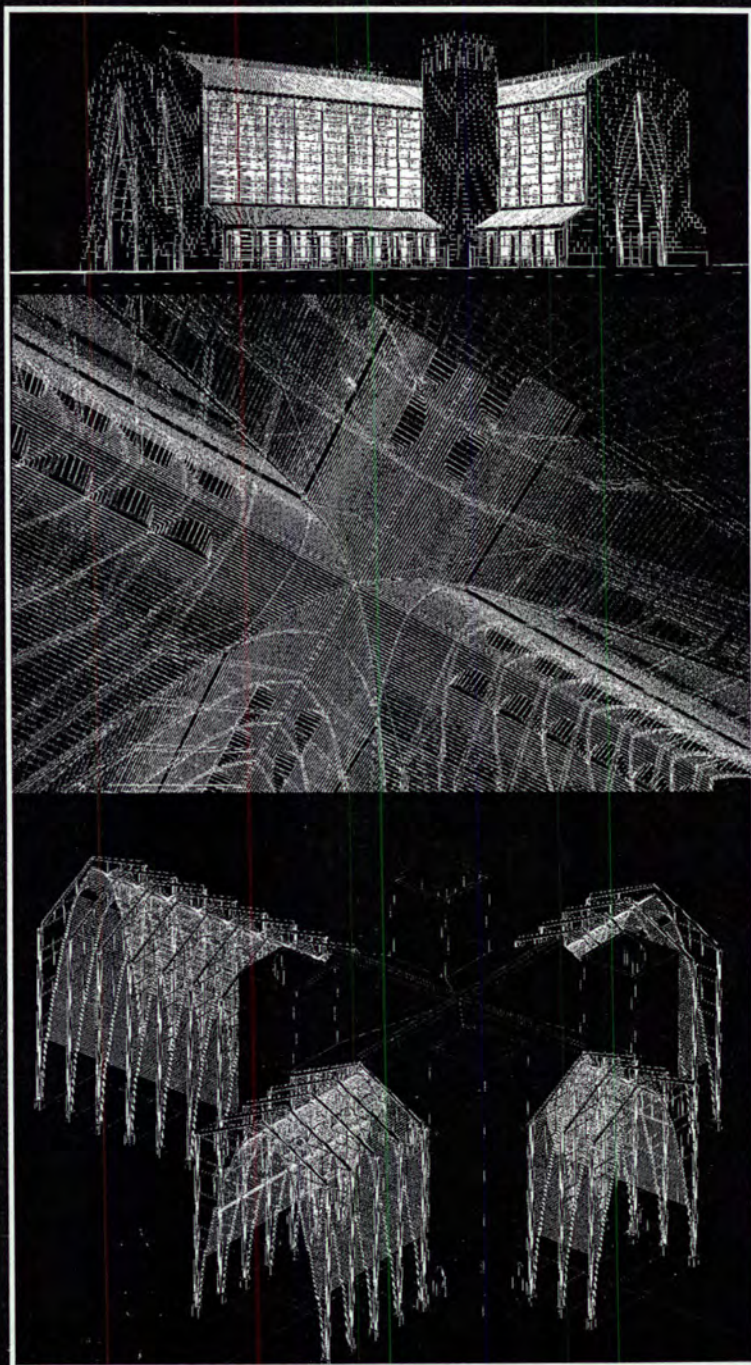
EXPENDITURES				
ITEM	PUBLIC	PRIVATE	TOTAL	NOTES
Coming Up Taller Cash Awards	\$50,000	\$50,000	\$100,000	
Coming Up Taller Project Costs		\$73,000	\$73,000	Including WH evt/PR/video/Initiative mtgs
Gaining the Arts Advantage				
<i>Writor/Editor Fees and Publishing Costs</i>		\$52,000	\$52,000	Held at CCSO
<i>March 3 Event</i>		\$14,140	\$14,140	
<i>Reprinting GAA</i>		\$13,000	\$13,000	
Website Development		\$24,000	\$24,000	Maximum possible amt to spend
Travel				
<i>Conferences, Meetings, etc.</i>	\$2,000	\$3,000	\$5,000	
<i>Travel to PCAH Meetings</i>	\$1,000	\$7,000	\$8,000	
Incidentals		\$10,000	\$10,000	
Transportation of Things (couriers, et al.)	\$1,000		\$1,000	From NEA estimate
Rent	\$37,500		\$37,500	From NEA estimate--Prorated
Postage	\$2,250		\$2,250	From NEA estimate--Prorated
Telephone	\$3,750		\$3,750	From NEA estimate--Prorated
Misc. Printing (Not including reports)	\$3,014		\$3,014	
Misc. Contractual Services (transcription, et al.)	\$1,200		\$1,200	
Misc. Supplies	\$2,000		\$2,000	From NEA estimate
1999 TOTAL COSTS	\$297,264	\$418,340	\$715,604	
1999 TOTAL RESOURCES	\$297,264	\$314,800	\$612,064	
1999 TOTAL EXPENDITURES	\$297,264	\$418,340	\$715,604	
BALANCE/SHORTFALL	\$0	-\$103,540	-\$103,540	**See below.
Since government Fiscal Year begins October 1, some of the public funds have already been spent and are not included in this chart.				
Total amount of resources does not reflect full public funding for the fiscal year.				
**Shortfall is confined to Coming Up Taller Awards funding and project costs not yet raised, but we are working on it.				



Welcome to the President's Committee on the Arts and the Humanities. The President's Committee works to encourage private sector support for the arts and humanities and public appreciation of their value through projects, publications and meetings.



GAINING THE ARTS ADVANTAGE



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President's Committee on the Arts and the Humanities
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NATIONAL SYMPHONY ORCHESTRA
LEONARD SLATKIN, MUSIC DIRECTOR

cc: Melanne Weaver
file arts
education

March 13, 1998

Mrs. Clinton
The White House
Washington, DC 20500

My dear Mrs. Clinton:

It was so kind and generous of you to take some time out of your overcrowded schedule to see me. I thought I would briefly summarize what I believe we eventually came up with and see if it coincides with your thoughts.

We all agree that arts education in the public schools is vitally important and necessary to every young person's education. It creates a sense of historical perspective and, at the same time, provides a key to the future. The President's own Goals 2000 indicates this as well, and we must all work to see that those goals are realized.

After reviewing my initial suggestion of a four-part electronic forum on music, we came to the realization that something more basic would have to take place first. Towards the end of the meeting, I believe we all got most excited about creating a series of sound, print and video "bites" much in the manner of the campaign on behalf of the National Dairy Association. Utilizing persons from wildly diverse backgrounds, we would ask each of them to recount something of their childhood memory regarding how they were introduced to the world of art in general and music in particular. It may have been through school, church or home. The main thing is to be upbeat and to show the fire that was ignited from that youthful spark. I believe the key to reaching young people, their parents and educators will be the variety and diversity of the personalities chosen to promote the campaign.

In addition, we felt that putting together a strong group of potential corporate and academic sponsors should be implemented as soon as possible. Their behind the scenes work and financial support is what will drive the campaign to the public-at-large and the financial backers as well.

We could then progress to the next stage, which could feature something along the lines of what I outlined. We also discussed kicking off this kind of campaign with a highly unusual, but high profile event, featuring persons performing in some way or other in ways not usually thought of or seen by the public, i.e. the singing Senators, Alan Greenspan playing clarinet, various people from political, social and cultural climates showing the importance of the arts as it affects them.

I must tell you that more I think about this concept and idea, the more excited I become. We are all grateful for what you have done to support the arts community in the past and I am moved by your selflessness in making this commitment for the future.

Sincerely,

A handwritten signature in black ink, reading "Leonard Slatkin". The signature is written in a cursive, flowing style. The first name "Leonard" is written with a large, prominent "L" that loops around the first few letters. The last name "Slatkin" is written in a more compact, cursive script.

Leonard Slatkin

cc: Melanne Verveer
Ellen McCulloch-Lovell