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(Parvin/AB)
September 17, 1982
5:10 p.m.

MRS. REAGAN: ARTS AND HUMANITIES LUNCHEON
SEPTEMBER 21, 1982

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THE WHITE HOUSE

WASHINGTON

September 9, 1982

MEMORANDUM FOR: JAMES ROSEBUSH
ANN WROBLESKI
LANDON PARVIN ✓
THERESA ELMORE
FRANK HODSOLL
WILLIAM BENNETT

FROM: MUFFIE BRANDON *muffie Brandon*

SUBJECT: ARTS AND HUMANITIES LUNCHEON

DATE: SEPTEMBER 21, 1982

GUEST LIST:

The following groups have been invited to the luncheon:

THE PRESIDENT'S COMMITTEE ON THE ARTS AND HUMANITIES
Chairman: Andrew Heiskell

THE PRESIDENT'S TASK FORCE ON THE ARTS AND HUMANITIES
Chairpersons: Charlton Heston

President Hanna Gray, University of
Chicago

Ambassador Daniel Terra

THE BUSINESS COMMITTEE ON THE ARTS: BOARD OF GOVERNORS
Chairman: Rawleigh Warner: MOBIL OIL

The Honorable Frank Hodsoll: Chairman, National
Endowment for the Arts

The Honorable William Bennett: Chairman, National
Endowment for the Humanities

TALKING POINTS:

1. Mrs. Reagan is delighted to serve as the Honorary Chairman of the recently created President's Committee on the Arts and Humanities.

2. The Committee was created upon the suggestion of the hard working President's Task Force on the Arts and Humanities which recommend that a special group be formed to help stimulate support in the private sector for our great cultural and academic institutions, and advise and report to the President.

3. It is a great pleasure for me to welcome the new President's Committee to the White House. I look forward to supporting the important work you are about to undertake for the President and I am deeply committed to this vital task of private support for the Arts and Humanities in our country.

I also want to thank the President's Task Force which worked so diligently all over the country last summer to produce a report for the President.

Furthermore, I would like to salute the work of a group which has already been hard at work for many years stimulating private sector support for the Arts -- The Business Committee for the Arts.

SUGGESTED SEQUENCE OF SPEAKERS:

MRS. REAGAN
(remarks and introduces)

ANDREW HEISKELL
Chairman, President's Committee on the Arts
and Humanities

ANDREW HEISKELL
TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK 10020

~~NR~~ Aww

sc
has NP
seen ?
yes

August 10, 1982

Mrs. Elaine Crispen
Secretary to Mrs. Reagan
The White House
Washington, D.C. 20500

Dear Mrs. Crispen,

In view of Mrs. Reagan's kind interest in the President's Committee on the Arts and the Humanities, I thought you might like to have a copy of the attached correspondence. I am sending this packet to each member of the President's Committee.

With best regards,

Sincerely,


Andrew Heiskell

ANDREW HEISKELL
TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK 10020

August 10, 1982

Dear

I am pleased to enclose a tentative agenda for the first meeting of the President's Committee on the Arts and the Humanities on September 21.

There are many ways in which we might set about encouraging private sector support for the arts and humanities. Some possibilities which have come to mind are listed on the attached sheets. There will only be time enough to discuss a few of these next month. Would you please consider these possibilities and let me know by September 1 which, in your view, deserve priority for discussion at our first meeting? I would, of course, welcome any other suggestions you may have.

I will draw up a briefer agenda for our meeting based on the Committee members' responses to this letter. You will receive the final agenda together with short discussion papers during the week of September 13.

I look forward very much to your reply.

Sincerely,

Andrew Heiskell

Enclosure

PRESIDENT'S COMMITTEE ON THE ARTS AND THE HUMANITIES

Preliminary Agenda
September 21, 1982

Luncheon at the White House with Mrs. Reagan followed by the first working session of the Committee. This session will be open to the public and is expected to last no longer than two hours. The exact time and rooms for the luncheon and subsequent meeting will be set shortly.

Working Session

I. Opening Statement by the Chairman

1. The purpose of the Committee
2. The role of the Federal government in encouraging private sector support for the Arts and the Humanities
3. The Committee's work in relation to that of the two National Endowments and the President's Task Force on the Arts and the Humanities
4. The different approaches that may be required in seeking to generate support for the Arts as opposed to the Humanities
5. The organization of the Committee
 - a. Appointment of subcommittees
 - b. Staff arrangements
 - c. Press relations
 - d. Reports to be written (if any)

II. Consideration of Support-generating Mechanisms

(These are in no particular order. We would hope to agree at the meeting on implementation of two or three concrete projects.)

1. Recognition

- a. Awards to be bestowed at the White House for those individuals and organizations which

have contributed significantly to the Arts and the Humanities: Patrons, artists, scholars

- b. Creation of a privately-supported, Presidential Fellowship Program in the Arts and the Humanities
- c. Media recognition of the contributions of the Arts and the Humanities to American life and culture through, for instance, a public service advertising campaign. This campaign might be tied in with the awards suggested in 1a.

2. Information Dissemination

Identification of existing support structures for the Arts and the Humanities and opportunities for their augmentation, e.g., through improved data collection.

3. Local Programs

Stimulation of greater support for the Arts and Humanities in selected localities through:

- a. Assistance with local development plans
- b. Media campaigns
- c. Encouragement of private sector support for "shared city" projects whereby institutions have homes in two cities, thus developing broader audience and support bases

4. Volunteers

Marshalling of volunteer resources through such mechanisms as:

- a. Programs at trade and professional associations such as Chambers of Commerce and the American Bar Association
- b. Leaves of absence at businesses to permit employees to work as volunteers

5. Tax System

Use of the tax mechanism to foster private sector support for the Arts and the Humanities

6. Corporations

Make the case for greater Arts and Humanities support at the CEO level (in particular to encourage national corporations to establish branch and subsidiary giving).

7. National Events

Encourage national support for and commemoration of historic events such as the forthcoming bicentennial of the Constitution.

8. International Exchanges

Encourage private support for Arts and Humanities exchanges.

III. Closing Remarks

1. Next steps to be taken
2. Time and place of next meeting

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