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THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL FOR THE PRESIDENT

DATE: April 10, 1975
FROM: Ted Marris *TM*
THRU: Jack Marsh
VIA: Warren Rustand

DROP BY: At meeting of the National Planning Group of the American Issues Forum, National Endowment for the Humanities and the American Revolution Bicentennial Administration to be followed by brief opening remarks at press conference immediately following meeting.

DATE: Before April 16

PURPOSE: To announce the "Calendar of Issues" of the American Issues Forum -- thus presenting this national Bicentennial program to the American people.

FORMAT: The Roosevelt Room and the White House Press Room
List of participants attached
10 minutes

CABINET PARTICIPATION: None

REMARKS: To be furnished by Ted Marris.

PRESS COVERAGE: Full

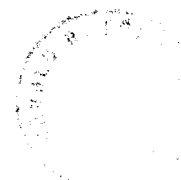
STAFF: Jack Marsh
Ted Marris
Bill Baroody

RECOMMEND: Jack Marsh
Ted Marris
Bill Baroody

OPPOSED: Bob Goldwin

Dr. Goldwin feels these issues along with others can best be discussed as separate speeches. He feels the American Issues Forum is not the correct role for the President.

PREVIOUS PARTICIPATION: No previous participation in the American Issues Forum.



BACKGROUND:

The idea for the American Issues Forum was first suggested by Walter Cronkite in late 1973. The Forum consists of a national calendar of topics for discussion during the Bicentennial year, comprising the major historical issues that bear directly on the future of the country. The distinguished Americans who banded together as a national planning group to form the American Issues Forum for the observance of the nation's Bicentennial. The program which will cover a nine month period, was developed under the auspices of National Endowment for the Humanities with the formal "co-sponsorship" of ARBA.

The Forum invited the participation of all American citizens nationwide, through the media, through national and local organizations, through professional and labor organizations, in their schools, churches, community and neighborhood groups and families. It will be the largest single attempt at national dialogue, planning and education ever mounted in this or any other nation.

The American Issues Forum will be looking at America, asking what is America, how did it come to be what it is and what are the problems that disturb each one of us Americans today. They shall be looking, sometimes, at the past to find out where we came from. They will be looking at the traditions of America -- and asking about ways of renewing those traditions -- or of changing them. We shall sometimes find diversity and discord, compromises and conflicts. Doubtless we shall also find some disparities between our ideals and our practices, evidence of failure and mere muddling through. But we shall also find ideals that move us and prospects that excite. And we may finally find the continuity of our experience, a sense of our tradition, to affirm and renew.

The subject, then, will be as broad as America. And as immediate as our own lives.

This is not a Federal program but a perfect example of private/Federal partnership with Governments merely coordinating and advancing interest developed in the private sector. It is designed for everybody as witnesses by the

large range of groups and national organizations which have already committed themselves to developing programs on the issues of the Forum Calendar.

Presidential participation in the announcement of this program would focus attention on one of few national Bicentennial programs.

APPROVE _____

DISAPPROVE _____

June 4, 1975

MEMORANDUM TO: JACK MARSH
FROM: RUSS ROURKE
SUBJECT: AMERICAN ISSUES FORUM

Jack, Ted Marrs advises me that the AIF is moving along apace. He believes that, despite the fact that they didn't get all of the television networks to support it, it will still be a popular event.

"While I am not pushing it at present", Ted advises, "I have told the media that the President is blessing all appropriate Bicentennial efforts". This was Ted's way of not locking the President into the AIF program for the present.

Ted and I agreed to keep an eye on the progress of AIF, and, if it really takes off at a later date, suggest possible Presidential endorsement thereof.

RAR:cb



THE WHITE HOUSE

WASHINGTON

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R
Keep
Jim Carter ✓
advised this
one. + Ted
m



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THE WHITE HOUSE
WASHINGTON



Has now been
successfully announced
by ~~Samuel~~ Warner -
AIF is moving
space - will be a
popular event - didn't
get all TV networks to
support it a combats
wanted -

is going & fairly well -
will it participate - roll

THE WHITE HOUSE

WASHINGTON

I think it is blenny I
enter Bureau effort -
will participate in
certain Bureau-event,
but won't look directly
in on this one - might
might -

Let's keep an eye
on this one -



May 28

THE WHITE HOUSE
WASHINGTON

Russ --

Mr. Marsh wants you to handle the
American Issues Forum????

Thanks.

donna





NATIONAL ENDOWMENT FOR THE HUMANITIES

WASHINGTON, D. C. 20506

THE CHAIRMAN

April 22, 1975

Mr. Ted Marrs
The White House
Washington, D.C. 20500

Dear Ted:

It was kind of you to call bringing me up to date on progress towards a Presidential announcement of the American Issues Forum. I hope what follows may go some way to answering the questions you raised.

Most of the now hundreds of people who are engaged in developing American Issues Forum programs assumed from the start that such a broad national program would be launched by the President personally when it was ripe for announcement. More important to those of us who are directly associated with the Administration, is that it represents an extraordinary political opportunity for the President: no past Administration has ever had, and no Administration is ever again likely to have, the opportunity to announce any program or policy which has such an incredible range of support, or to which so many sectors of society have already made their commitment.

-- Commitment or support to the Forum has now been made by: the AFL-CIO; the Exxon Corporation; the League of Women Voters; the National Broadcasting Company; National Public Radio; the National Federation of the Blind; Scholastic Magazines, Inc.; Copley News Service; the Universal Press Syndicate; Women in Community Service, Inc.; Kiwanis International; the National Center for Urban Ethnic Affairs; the National Council of Jewish Women; the American Association of State Colleges and Universities;

and the Children's Television Workshop; the National Association of State Universities and Land-Grant Colleges; Sun Oil Company; Toastmasters International; the American Association for State and Local History; the National Association of Educational Broadcasters; Lions International;



the Foreign Policy Association; the Inter-Church Center; WNET; the U.S. Conference of Mayors; the National University Extension Association; Third Century U.S.A.; Unitarian-Universalist Association; the National Conference of Christians and Jews; the National Congress of Parents and Teachers;

and the Chamber of Commerce of the U.S.A.; American Association of Community and Junior Colleges; Encyclopedia Britannica Educational Corporation; Hearst Metrotone News/Screen News Digest; the National Conference of Social Welfare; the National Grange; the Speech Communications Association; UWA Ambassador; the American Association of University Women; Coalition of Adult Education Organizations; Camp Fire Girls; the Institute for the Study of Civil Values; Futures Conditional; Gould, Inc.;

and the Japanese American Citizens League; the National Association for the Advancement of Colored People; Science Research Associates; the National Council for Negro Women; the National Educational Association; the American Association of Retired Persons-National Retired Teachers Association; the American Field Service; the National Association of Counties; the National Association for Public Continuing Adult Education; U.S. Jaycees; U.S.D.A. Extension Service; the National Community Education Association; the National University Extension Association; Gaylord Brothers, Inc.; Institute of Lifetime Learning; the American Library Association; the National Council on the Aging; the National Urban League; University and College Labor Educational Association; United States Bureau of Prisons; Young Presidents, Inc.; and the U.S.I.A.

A majority of the above organizations and corporations have already committed funds and personnel to developing programs within the Forum.

-- 63 of the nations most distinguished scholars in American history and American studies are actively engaged in developing programs for the Forum, representing the following universities: American University; Boston State College; Boston University; Columbia University; Cornell University; George Washington University; Harvard University; Howard University; Indiana University; Johns Hopkins University; Massachusetts Institute of Technology; Michigan State



Mr. Ted Marrs
April 22, 1975
Page 3

University; New School for Social Research; New York University; Oregon State University; Princeton University; Rockefeller University; Smith College; Stanford University; State University of New York; Trinity College; University of California, Berkeley; University of California, San Diego; University of Chicago; University of Denver; University of Minnesota; University of Notre Dame; University of South Carolina; University of Texas; University of Virginia; University of Wisconsin; Williams College; and Yale University.

- The Calendar of the Forum itself will be carried to 55 percent of all American households through Time magazine; the Ladies Home Journal; Ebony; the Scholastic Group; National Geographic; and the Readers Digest.

- Workshops to develop American Issues Forum programs have been scheduled in 550 smaller communities (including, by the way, Grand Rapids) as of this date; and plans for city-wide programs have been completed in five major cities.

- The Forum also is supported by Mr. John D. Rockefeller, 3rd and the "USA 200" group; Bill Ylvisaker is enlisting the support of his "Y-Group" of corporate executives; meetings have been scheduled with the Conference Board and the National Manufacturers Association; we began yesterday planning with the United States Congress its own direct participation in the Forum; John Warner and I are, of course, totally committed, as is also the National Council on the Humanities, which numbers among its membership some of the nation's most distinguished scholars, administrators, philanthropists and public men.

All of this, to my mind, makes a compelling case, both politically and philosophically, for the President himself to make initial public announcement of the program--particularly when it is recognized that the support summarized above represents in each instance something very



Mr. Ted Marrs
April 22, 1975
Page 4

much more than nominal endorsement. I must however urge upon you and your colleagues who work directly with the President, the need for an immediate decision. The mailing of the brochure has already started and first copies will be in the hands of recipients by the end of next week; and a number of individual announcements are at the moment being held back (with some difficulty) in anticipation that the President will lead off.

These circumstances, over which we have diminishing control, must mean--absolutely, I am afraid--that we ourselves, together with the ARBA will have to make public announcement within a week. I should not like to commence plans for that until completely assured that the President and the White House staff have come to their own judgment about the program's potential for the Administration.

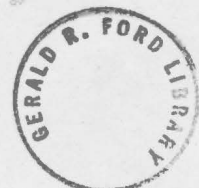
We shall await further word from you, and stand ready to respond to any questions that you or the President may have.

Sincerely,



Ronald Berman
Chairman

cc: William Baroody, Jr.
Robert Goldwin
John Warner



April 24

THE WHITE HOUSE
WASHINGTON

Mr. Marsh --

Art Peterson, Ohio Wesleyan University, called to strongly endorse the American Issues Forum. He said he thought it was a great project for the President to participate in, sort of like the "fireside chats".

Thanks.

donna

(614) 369-4431 X-800



THE WHITE HOUSE

WASHINGTON

April 24, 1975

MEMORANDUM FOR: JACK MARSH

FROM: RUSS ROURKE *R*

Dick Lukstat says the National Endowment for the Humanities' thrust behind this American Issues Forum idea emanates from the "artsy, crafty bunch". While the idea is conceptually good, it is too restricted to the academic community. Both Jack Warner and Dick Lukstat thought the American Issues Forum idea would go over the heads of 90% of the people. They tried for 2-3 months to get the AIF to change its approach, but failed. At one time, Warner threatened to pull out on them all together.

Len Garment was the original White House "pusher" behind this idea.

In summary, Dick's view is that there are enough subjects the President can address without locking himself into someone else's topical program. Dick's view is that once the AIF gets below the academic community level, it will fall flat on its face.



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THE WHITE HOUSE
WASHINGTON

April 23, 1975

MEMORANDUM FOR: RUSS ROURKE

FROM:

JACK MARSH

I would like you to speak with Dick Lukstat and find out the genesis of the National Endowment for the Humanities. Also, find out who is pushing this.

Thanks.



THE WHITE HOUSE
WASHINGTON

APR 18 1975

April 18, 1975

MEMORANDUM FOR:

RUSS ROURKE

FROM:

PHILIP BUCHEN

P.W.B.

Regarding the attached Schedule Proposal for the President, I would suggest that the President not get involved. I think there will be so many of these activities that he should not set a precedent of meeting with one sponsoring or planning group when he would have to decline others. Also, however admirable this Issues Forum may be, it could have controversial results. Off the record, and for your personal information, I can advise that John Warner agrees with me on these points.

Attachment



THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL FOR THE PRESIDENT

DATE: April 10, 1975

FROM: Ted Marrs *TM*

THRU: Jack Marsh

VIA: Warren Rustand

DROP BY: At meeting of the National Planning Group of the American Issues Forum, National Endowment for the Humanities and the American Revolution Bicentennial Administration to be followed by brief opening remarks at press conference immediately following meeting.

DATE: Before April 16

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CABINET PARTICIPATION: None

REMARKS: To be furnished by Ted Marrs.

PRESS COVERAGE: Full

STAFF: Jack Marsh
Ted Marrs
Bill Baroody

RECOMMEND: Jack Marsh
Ted Marrs
Bill Baroody

OPPOSED: Bob Goldwin

Dr. Goldwin feels these issues along with others can best be discussed as separate speeches. He feels the American Issues Forum is not the correct role for the President.

PREVIOUS PARTICIPATION: No previous participation in the American Issues Forum.



BACKGROUND:

The idea for the American Issues Forum was first suggested by Walter Cronkite in late 1973. The Forum consists of a national calendar of topics for discussion during the Bicentennial year, comprising the major historical issues that bear directly on the future of the country. The distinguished Americans who banded together as a national planning group to form the American Issues Forum for the observance of the nation's Bicentennial. The program which will cover a nine month period, was developed under the auspices of National Endowment for the Humanities with the formal "co-sponsorship" of ARBA.

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Presidential participation in the announcement of this program would focus attention on one of few national Bicentennial programs.

APPROVE _____

DISAPPROVE _____



THE WHITE HOUSE
WASHINGTON

July 8, 1975

M

JACK,

Ted advises that AIF is steadily picking up steam. While it's not yet time to jump aboard, it does warrant very close tracking.

RUSS

R



JUL 1 1975

NATIONAL ENDOWMENT FOR THE HUMANITIES

WASHINGTON, D.C. 20506



June 26, 1975

MEMORANDUM

TO: Federal Agency Bicentennial Task Force

Honorable John Richardson, Jr.
Honorable Warren F. Brecht
Honorable Joseph Laitin
Honorable Antonin Scalia
Honorable James T. Clarke
Honorable Joseph R. Wright, Jr.
Honorable John K. Tabor
Honorable David N. Parker
Honorable Fred G. Clark
Honorable John Ottina
Honorable David Meeker
Honorable Theodore C. Lutz
Mrs. Elizabeth Hamer Kegan
Mr. Charles Blitzer
Mr. James E. O'Neill
Mr. Carl F. Stover
Mr. Harold Schneidman
Mr. Donald P. Young
Mr. Charles A. Mann
Mr. Randall L. Woods
Dr. Richard C. Atkinson
Mr. John P. Donnelly
Mr. Harry J. Hogan

FROM: Robert J. Kingston
Deputy Chairman
National Endowment for the Humanities

SUBJECT: American Issues Forum

Following the last meeting of the Federal Agency Bicentennial Task Force, John Warner asked me to ensure that each of you received relevant materials on the American Issues Forum before he and Marjorie Lynch make their planned calls upon the heads of each agency.



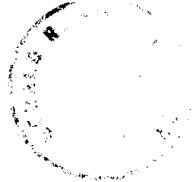
I am therefore enclosing the following documents:

1. a report on the development and purposes of the Forum;
2. a report on participation in the Forum nationwide;
3. a list of specific activities currently underway;
4. the Calendar/Brochure for the Forum. This document was designed specifically for organization leaders and program planners at both the national and local levels and has been distributed (250,000 copies) during the past two months.
5. A "flyer", prepared by Hearst Metrotone, providing a shortened version of the Forum Calendar and a summary of the promotional film on the Forum which they have produced, and which is available for your viewing should you wish.

Should you have any further questions about the American Issues Forum, please direct them to Mr. Leonard Oliver, Coordinator of National Programs, Office of the Chairman, National Endowment for the Humanities, Washington, D.C. 20506, telephone (202) 382-4278.

Enclosures

cc: ~~Mr. Marsh~~
Mr. Marrs
Mr. Warner
Mrs. Lynch



NATIONAL ENDOWMENT FOR THE HUMANITIES

WASHINGTON, D.C. 20506



AMERICAN ISSUES FORUM

A National Program

for the

Bicentennial Year

FINAL PROSPECTUS

December, 1974



NATIONAL ENDOWMENT FOR THE HUMANITIES

WASHINGTON, D.C. 20506



AMERICAN ISSUES FORUM

American Issues Forum is a national Bicentennial program designed to permit the entire population --people of all ages, backgrounds and interests --to engage together in a serious and thoughtful examination of those issues fundamental to the development and future of American society.

The idea, originally suggested by Walter Cronkite, consists in the publication of a calendar or schedule of nine monthly issues, divided into thirty-six weekly sub-topics, to be addressed in a wide variety of ways and employing diverse media and formats over the Bicentennial year --from September, 1975 through May, 1976. Taken together, the nine central issues and the thirty-six sub-topics constitute a comprehensive program for examination and discussion, leading ideally to a "unifying community of discourse across the whole nation."

These issues and topics, organized in sequence and unified by a general theme, will be addressed by participating organizations, institutions and the mass media in ways which each judges most appropriate to its purposes, resources and audiences. Commercial and public television, the nation's newspapers and magazines, national organizations, schools, labor unions, churches, service organizations and the like will each determine how best to address each issue, which aspect to treat and in what way. The diverse approaches and emphases coordinated by the common topics and calendar, will complement and reinforce one another to insure a vital and balanced national dialogue. The Forum will embrace some plans and programs already developed or now underway, as well as stimulate new projects directly related to it; sustained and implemented thus by both the private and public sectors, it will constitute a central and primary national Bicentennial effort, ensuring the serious nationwide observance which that anniversary requires.

The issues and topics which constitute the calendar of American Issues Forum are not "current issues" drawn from the headlines of the daily papers, nor are they a series of "problems" which the nation must solve. They are, rather, abiding issues which have characterized American society and life from its beginnings --issues which affect our lives today and which will just as surely affect our

R. FORD

lives for the next century. As the nation observes its Bicentennial, we find ourselves concerned not only with the present and the past, but also with our future. But as Walter Cronkite pointed out when first advancing the idea of the Forum, it is necessary for us to "understand who we are before we look at who we should be." So the topics on the calendar are, in fact, issues which are timeless, but which are also of immediate concern; issues which are embodied or dramatized in incidents of our nation's history, but which are also central to any assessment of our lives as individuals today.

The Forum provides, therefore, a framework for the exploration of matters of common concern; it is, quite simply, an opportunity for every American to participate in a serious and thoughtful observance of the Bicentennial, stimulated and assisted by the materials and programming developed independently by the participating media organizations and institutions across the country.

The Origins and Development of the National Program

When Walter Cronkite first advanced the idea of a Bicentennial program through which the whole nation could, in concert, as it were, address fundamental issues week by week, the National Endowment for the Humanities surveyed representative national groups to ascertain their interest and their estimate of its practicability. The Endowment also consulted with a small group of the nation's most distinguished scholars in American studies to discover their judgment of the project's feasibility and to identify, in a preliminary way, possible topics for a national calendar of issues.

These meetings and consultations disclosed uniform and enthusiastic support for the idea. Those consulted agreed that such a project was practicable, compelling, timely and peculiarly appropriate to the Bicentennial. They remarked, for example, that "1976 provides an extraordinary opportunity for national re-assessment, historical understanding, and fruitful dialogue" and that the Forum provides "the handle we've been looking for...." Yet another observed that the project "is the only one I've heard about that would attempt a comprehensive treatment of American society and democracy, and with the possibility of getting cooperation from a broad range of society--and do the job with integrity."

Respondents emphasized throughout that certain features of the original idea were essential to its success: a) that the project must be distinguished by the highest excellence, b) that it must be truly national in scope and thereby accessible to all segments and educational levels of the population, c) that it must serve to coordinate and develop existing or planned efforts in both the public and private sectors, d) that it must seek to employ all possible means of communication (television, radio, newspapers, forums, discussion groups, lecture series, school curricula, study guides, annotated reading lists and the like), e) that all potential participant organizations and institutions be apprised of the program and their cooperation solicited for its implementation, and f) that the program, to be fully effective, should be undertaken by neither the public sector nor the private sector alone, but rather that it should be a cooperative effort involving sponsorship and endorsement as well as implementation by both private and public agencies.

Finally, consultants stressed that the program to be successful must go well beyond a casual discussion of "current issues"; rather it must be based upon and insure an increased understanding of the history of the nation as it bears upon the selected topics, so that the nation's vision of its future may not be blurred by contemporary

prejudices. Thus, since the calendar would consist in issues which are timeless but which also are of immediate concern today as the nation looks to its future, it was stressed they may be approached from the perspective which historical understanding affords.

In light of this response, plans for the Forum were announced in early May by Ronald Berman, Chairman of the National Endowment for the Humanities and by John Warner, Administrator of the American Revolution Bicentennial Administration, with the endorsement of John D. Rockefeller, III, a leader of Bicentennial planning in the private sector. And guided by numerous practical observations and suggestions received from its consultants, the Endowment assembled a National Planning Group to establish the calendar of issues for the Forum and to explore the most effective means for its implementation.

In the spring of 1974, the following ten private citizens--with distinguished experience in, variously, American scholarship, education, and the communications media--agreed to serve as a National Planning Group for the American Issues Forum:

Daniel Aaron, Professor of English and American Civilization, Harvard University

Joan Ganz Cooney, President, Children's Television Workshop

Walter Cronkite, CBS News

Paul Foley, Chairman and President, Interpublic Group of Companies, Inc.

Charles Frankel, Old Dominion Professor of Philosophy and Public Affairs, Columbia University

Samuel B. Gould, President, Institute for Educational Development

James Hoge, Editor, The Chicago Sun-Times

David M. Kennedy, Professor of History, Stanford University

Vito Perrone, Dean, Center for Teaching and Learning, University of North Dakota, North Dakota

Gus Tyler, Assistant President, International Ladies Garment Workers Union

Representing the National Endowment on the Planning Group was its Deputy Chairman, Robert Kingston, while John Schonleber, Special Assistant to the Chairman of the Endowment, served as the group's presiding secretary. The Planning Group also consulted directly with John Harr, representing John D. Rockefeller, III, and with Richard Clurman, representing John Warner, the Administrator of the American Revolution Bicentennial Administration.

The tasks of the Planning Group were two: first, to adopt finally a calendar of topics, each described briefly but in sufficient detail that might be readily intelligible to those responsible for developing materials and programs for participating groups and organizations; and second, to resolve the problems of adaptation and use of the calendar by potential participants, assuring ways in which leading national organizations and media might become readily involved. In fact, the collective expertise of the Planning Group was designedly such as to ensure both that the issues selected were those genuinely influential in American history, and that they were such as might be effectively dramatized or explored on television, studied in the schools, and discussed provocatively in a variety of forums nationwide.

The Planning Group, like earlier consultants to the Endowment, was concerned especially with identifying the principles according to which topics for the national calendar were to be selected. They determined that the calendar be developed and topics selected in such a way as to reduce to a minimum common misunderstandings and pitfalls associated with examinations of the past and future. Affirming their strong conviction that the discussion might be rooted in a heightened understanding of the past, they nonetheless stressed the necessity of not presenting the past as a "neatly inevitable" sequence. Rather, they urged, the past must be recognized as a drama of inter-relating forces characterized by difference, diversity, and even discord --involving, as all history reveals, a good deal of "muddling through," "trading off" and compromise. Yet in that diversity and difference as well as in the "muddling through," the present is a time when Americans find in their history something encouraging and restorative.

As the topics relate to the present, the Planning Group cautioned against seeking to identify "current issues" in view of the fact that present concerns can shift dramatically in the space of a few weeks or months. It is the timeless issues which characterized the past, and which will just as surely, though differently, be manifest in the future, which must be addressed by the Forum; and these are not always to be recognized in the catch-phrases by which we routinely popularize supposed constitutional questions. Thus special attention was devoted to recognizing and determining those issues which must be weighed by those who have the responsibility to plan for the future, embracing, as that does, the entire population.

The Planning Group agreed that if the project were to engage the broadest possible national participation, the topics selected must be interesting to the general public as well as to scholars, and matters of genuine concern to the nation as a whole. If these topics

were to be addressed by all age groups and all educational levels within the population, they must lend themselves to consideration by persons with quite different degrees of interest and sophistication --the school child, the blue-collar worker, the small businessman, the corporate executive, the educator, elected officials, the housewife, etc.

With this in mind, it was emphasized that the program must consist essentially in a calendar of topics--a "curriculum" without specified content--and that it must in no way be construed as a program which was didactic or in which the participants were directed as to what they were to think or what conclusions their discussion should lead. The program should seek, rather, to provide a framework for informed discussion on matters of common concern; and the issues should be broadly defined so that every special interest group, every lobby, should be able to trace in them the history of its own cause and thus contribute its own point of view to a truly national dialogue.

To this end the Planning Group was at pains first to identify only broad issues upon which all segments of the American people could bring to bear their particular interests; second to ensure that such issues could be recalled or encapsulated in memorable phrases--from constitutional documents or popular literature; and finally to take care that scope of each issue's implications could be adequately suggested (although not circumscribed) in simple and provocative terms.

The Planning Group also considered the problems attaching to the creation of a schedule or calendar in view of the peculiar needs of the potential participants, recognizing that the school year, programming by national networks, patterns of vacation and holidays and the like would affect in a decisive way the kind of schedule which could be designed if maximal and uninterrupted participation was to be insured. They also pointed out that not all participating groups would find either a monthly or weekly schedule best suited to their purposes. It was clear to the Group, however, that there is each year an extended period in which the population as a whole is largely stable and in which sustained attention to work and study is common, and that a schedule could be devised with a fixed number of "main" or central topics, within each of which a number of more precise, constituent sub-topics could be developed readily for those who wished to address separate aspects of larger issues more frequently. The period of time available for sustained attention by the entire population coincides closely with the school year and the schedule of national network programming; it also lies outside the period disrupted by summer vacations.

Persuaded, then, that the history of the United States has been characterized by questions and issues which both troubled and advanced the nation, the Planning Group held that some remain for us a real and continuing challenge. These dilemmas and conflicts, paradoxes and tensions are pervasive of American society. They have been debated and contested in the public forums --in the courts, legislatures, assemblies, schools, marketplaces and even the nation's battlefields; no easy resolution of them within our society may be possible, but serious attention to them and thoughtful reflection upon them may promote a deeper understanding of the present, while providing a necessary larger perspective to the nation as it enters its third century.

The National Planning Group identified, therefore, issues and topics of enduring importance, each of which concerns all segments of the population and lends itself to various levels of informed study and discussion.

They set them upon a calendar designed to run through nine months of four weeks each: for sixteen successive weeks from early September through mid-December and for twenty successive weeks from mid-January through the end of May--a period which coincides generally with America's work year, almost exactly with the television year, and precisely with the school year.

The nine monthly issues are each "clusters" of four sub-topics, each of which, although distinct in its purpose, represents one facet of (or one progressive step in the consideration of) the larger theme which embraces the four. Thus, while there is a single, comprehensive focus of attention for each month, there is also a clear focus of attention for each week. The calendar may be seen, therefore, as presenting nine main topics or thirty-six sub-topics, and may be equally useful to groups who wish to address it monthly and those who choose to pursue it weekly.

And finally, just as the four issues in each group build upon one another, so too do the nine major topics and thirty-six sub-topics progress into a comprehensive study, each issue drawing upon and enriching knowledge of issues earlier discussed. As some groups or some media may wish to present, dramatize or examine the topics each week rather than each month, so some organizations may merely wish to "join" the Forum only for one or two months during the year, when subject matter is particularly pertinent to their interests. Nonetheless, with every citizen aware in some way--through his newspapers, television, service organizations or children's school--of the continuing debate, the impact for the nation as a whole will be cumulative. Ideally, public commentators may wish to preface the

whole calendar at the beginning of September by advocating the uses of history; and they may wish to summarize it in early June by viewing that to which the past has been prologue. In this way the American Issues Forum, promoting that understanding of "where we have come from" and "who we are" first advocated by Mr. Cronkite, will move progressively towards that consideration of our future as a nation called for by both Mr. Cronkite and Mr. Rockefeller.

The monthly issues and weekly sub-topics identified by the National Planning Group, accompanied by a brief text, illustrative quotations, and examples from our history, appear in the Forum Calendar. This Calendar, in the form of a hardcover brochure, has been designed and written in a popular and informative manner. The Calendar has been prepared for distribution to those planning or developing Bicentennial programs for the media, newspapers and magazines, schools and churches, labor unions, national organizations, service clubs, discussion groups and the like. Subsequently, the calendar of issues and topics will be disseminated broadly to the American public, well in advance of the commencement of the Forum in September, 1975.

Participating in the American Issues Forum

The National Planning Group and the Endowment anticipate that individuals or groups or organizations, however large or small, throughout the nation will participate in the American Issues Forum during the Bicentennial year. Indeed, initial response to the mere announcement of the idea has indicated a quite unprecedented national interest.

The way in which each participates, the approach each takes to the issues (which are designedly broad) will, of course, be determined by the individual, group, or organization itself. Nonetheless, the Planning Group has recognized that to ensure opportunity to the nation as a whole, leadership must be shown by the largest national organizations and the most comprehensive media who are uniquely able to develop materials and programs suited to a national audience. A relatively small number of organizations, corporations, and institutions set the tone of our national dialogue, commanding the interest between them of vast numbers of the American people; and it is with representatives of these groups that meetings have taken place in recent months.

Such meetings will continue in the months to come, establishing their interest in the Forum and assisting them to plan the most effective ways to participate. While each is to develop its own program, with its distinctive approach and emphasis, taken together they will afford the nation as a whole with insights, perspectives, information and opinion necessary to a vigorous and informed discussion of the issues by the nation during the Bicentennial year. These materials and programs will necessarily complement and challenge one another, providing comprehensive and balanced treatment of each topic.

Initial responses to the Forum concept have demonstrated unprecedented national, state, and local interest with each individual, group, or organization determining its unique contribution. Particularly gratifying is the strong interest and support evoked by the Forum among leading national organizations and the media, although initial reports from the states and local communities indicate a widespread interest on the part of many local groups who see the Forum as an important vehicle for the substantive discussion of issues that directly affect our lives and our future.

Some of the participants, and the programs distinctive to each, are listed below as an indication of the scope of the program and of the kinds of planning others might undertake to integrate their efforts with the Forum. For example:

Examples of Media Projects:

- public broadcasting will present a series of nine public television documentaries related to specific Forum topics.
- the "Courses By Newspaper," with weekly articles and supplementary materials, will be devoted to the Forum topics.
- a major newspaper syndicate will provide a series of weekly articles by leading public figures on each of the 36 Forum topics.
- major commercial networks are considering using some prime time programs to open up discussion of the Forum topics.
- a leading Sunday supplement has plans to devote a monthly supplement to the Forum's nine monthly topics.
- Public broadcasting is developing a special series of monthly in-school television documentaries with supporting materials for teachers .

Examples of National Organization Projects:

- a major higher education association has adopted the Forum as part of its Bicentennial community outreach program.
- a leading continuing education association passed a resolution supporting the Forum at its annual meeting, and will work actively to promote the Forum in local communities.
- a major labor organization is considering sponsoring an entire month of activities to coincide with the Forum topics on working in America, and will communicate Forum issues to union members nationally through its specialized publications.
- a national women's group will enlist the aid of its clubmembers in mounting programs for the Forum.

- an international service club will feature the Forum in its Bicentennial activities, encouraging local clubs to develop Forum projects.
- a national library association is developing annotated reading lists of books and other materials for adults and young readers on each of the Forum topics, to be available through banks, post offices, and public libraries.

Examples of State and Local Projects:

- state and regional Bicentennial offices will promote the Forum throughout the states and communities they serve.
- a leading interchurch group is developing materials and promoting the Forum among the nation's churches and church-related groups.
- specially developed public forums in major metropolitan centers will employ the calendar of topics in their programs.
- a private university has developed a regional program to assist a range of organizations in a six-state area in developing Forum projects.
- a national adult education group is planning to stage a series of one-day community workshops in the spring, 1975 to advise community leaders in developing programs within the Forum.

Organizations and groups, national, state, or local, may choose to participate in the Forum in a wide variety of ways. Whether they develop their own programs or join in those of other organizations, they are urged to begin planning now, as flexibly and inventively as needed to assure the broadest participation of their membership and their communities.

If we as a nation are to debate these issues, answer these questions, and plan our future, it is essential that we all participate-- as individuals and as families, through our schools, churches,

community associations, service clubs, youth groups, and professional and labor organizations, assisted by our corporations, our local governments, and our media.

A national dialogue on these issues will need leadership, and leaders of organizations, institutions, and the media must now ask themselves how they can best use the Forum to serve their members and their audiences with all of their special interests. They must decide what kinds of programs and what kinds of material are both desirable and feasible.

First, the media--press, television and radio, producers and publishers--may consider what they can offer to the unparalleled national audience which the Forum will provide. School systems, educational institutions and publishers may determine what syllabi and what materials may best bring into the classroom, week by week or month by month, these ideas which will be abroad in the land. Other organizations and associations, both at the national level and in their local chapters, may design the kinds of programs which will guide their own members to relevant aspects of each issue. And finally, foundations and corporations may plan to sponsor special projects within the Forum, both locally and nationally, which meet their own goals.

In the Forum, the issues are presented broadly; and some groups may want to tackle them broadly, raising new questions as they go along. But the Calendar has also been designed so that every special interest group of which the planners are aware--every ethnic group and every religious denomination, every corporate enterprise and every profession, every political party and every lobby, with concerns as different as the constitution, the arts, or foreign affairs--each of them can find in each issue the history of its cause; and such groups may develop very special questions. Meanwhile, other organizations may simply find that some specific monthly or weekly issues have compelling interest to them and so decide to concentrate on those alone.

There are many possible approaches to Forum participation; and many sources of help in designing materials for programs are available. There will be special Forum materials in our newspapers, week by week; relevant programs each month on radio and television; and regular items also in specialized and popular magazines. A wealth of useful material can already be found from commercial publishers and film producers; public libraries will be ready with their assistance; workshop kits will be prepared for community leaders; and free reading lists for each issue will be available in

our libraries, post offices, and banks when the Forum begins. Local universities, colleges, and schools are resources of people ready to offer help in planning programs or in leading discussions. And city, state, and regional Bicentennial commissions--as well as the National Endowment for the Humanities in Washington, D. C.-- may be called upon for advice.

America is as much characterized by its rich variety of organizations and pervasive media as it is by its outspoken, independent citizenry. The American Issues Forum provides a chance for all of them to direct their energies and imaginations toward a unique celebration of the Bicentennial year.

The premise of the Forum program is that the Bicentennial is an occasion for much more than the celebrations which will and should be held. It is, literally, a significant opportunity for all the living heirs of a unique tradition and legacy to examine together what has been done and should be done to keep that legacy alive. It is an occasion that begs for serious involvement, nationwide involvement, and a massive cooperative effort to make 1976 as memorable as 1776. The Forum is a program and an invitation to make such an effort possible for all Americans.

1976

NATIONAL ENDOWMENT FOR THE HUMANITIES

WASHINGTON, D.C. 20506



THE AMERICAN ISSUES FORUM

A Report on Nationwide Participation
in Support of the Forum

May, 1975



The American Issues Forum is a national program for the Bicentennial, uniquely designed to engage the direct participation of every American nationwide, as well as others beyond our borders, during the Bicentennial year.

Although developed under the auspices of the National Endowment for the Humanities and co-sponsored by the American Revolution Bicentennial Administration, the Forum has been designed by a small group of private citizens, and initially presents only a framework for other programs. Its success as a national Bicentennial program (and as an extraordinary experiment in the creation of a national dialogue) will depend upon the degree to which the nation--through its organizations, institutions, corporations, foundations, communities, neighborhoods, groups, families, and individuals--develops programs under the calendar of topics which the Forum affords.

This report--a companion piece to the Prospectus describing the development and purposes of the Forum--is designed to show, therefore, how the Forum will actually take place. It describes the steps which have been taken to ensure full participation throughout the nation each month, and summarizes some of the projects and programs, developed by various organizations, through which plans for the Forum are already being implemented nationwide.

(A further, frequently updated report on Active Projects available from the Endowment details those projects currently underway or planned in support of the Forum, indicating where to write for further information and materials.)

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APPENDICES:

- A --- Corporate and Foundation Interests
- B --- National Organizations and the American Issues
 Forum; Suggestions for Participation
- C --- American Issues Forum Materials
- D --- American Issues Forum Calendar of Topics

The development of the American Issues Forum has taken place in two distinct stages. During the spring and summer of 1974, the Forum's topics and issues were determined by the National Planning Group so that the Endowment, during the fall and winter months, might prepare for publication of the calendar in brochure form. The Planning Group also suggested initial directions for the implementation of the Forum, determining ways by which it could be presented to the American public-- particularly to organizational leadership, both public and private, which tends to influence public opinion in American society.

The second stage began, therefore, in the fall of 1974 with the introduction of the Forum concept to the media, leadership of national organizations and associations, corporations and foundations, and state and community groups. The Forum has been extremely well received by leaders in both the public and private sectors, with a wealth of projects and activities being generated or planned to coincide with the calendar of Forum topics.

This report attempts to review the status of the various activities supporting the Forum. Some of these have been initiated by the Endowment as catalysts for public and private involvement in the Forum; most, however, have been planned and developed by national organizations, the media, and others who have been seeking a substantive contribution to the nation's Bicentennial and see in the Forum a national framework for their own unique participation.

None of the activities described in this report is without cost; yet the Forum was designed from the outset to run without any considerable infusion of new funds, either public or private. It provides merely a way of ordering and concentrating, to the nation's advantage, serious interests and programs which might otherwise have been diffuse, scattered, miscellaneous, during the Bicentennial year. Thus many of the programs described below, taking advantage of the Calendar of the American Issues Forum, will be sustained within the customary operating budgets of their sponsoring organizations. Some are supported by the National Endowment, and by other Foundations which have ordered their priorities to support those programs which, characteristically in their province, may operate to greater advantage within the American Issues Forum. Others reflect merely the judicious use of corporations' advertising budgets during the Bicentennial year. And some will rely on the "contributions" and public service budgets of major corporations which by supporting activities within the Forum, assure both a high visibility and a considerable public service.

The attention of corporations in the private sector is particularly directed to an appendix to this report (Appendix A: Corporate and Foundation Interests) which describes ways in which corporations may effectively sponsor Forum programs.

Plans for promoting the Forum, and the range of current and proposed activities and projects within it on a national, state and community level, can be described in five major categories: (1) dissemination and promotion of the AIF Calendar; (2) nationwide programs; (3) national organizations; (4) mobilization of community resources; and (5) international dissemination. Together they provide an indication of the scope of the American Issues Forum, the extent of national participation which may be anticipated, and the steps which both are and can be taken to encourage that participation. They may also suggest further program ideas to those who have yet to develop fully their own Bicentennial plans.

I. Dissemination and Promotion of the AIF Calendar

A. Organizational Leadership and Program Planners

Upon completing the design of the American Issues Forum Calendar, the first concern of the National Planning Group (and first task of the National Endowment) has been to bring it to the attention of organizational, institutional and corporate leadership, so that adequate programs might be devised for national participation in the dialogue which the Forum seeks to generate. These means have been taken for such publication of the Calendar.

1. Preliminary Mailing

In late December, 1974, the Forum's Final Prospectus was sent, with a covering letter from Ronald Berman, Chairman of the Endowment, to approximately 1,800 national organizations, television and radio stations, corporations, foundations, monthly journals and magazines, trade unions, advertising agencies, regional development groups, state agencies, state humanities committees, and other organizations. A similar letter was sent to the 3,000 designated "Bicentennial Communities," and state and regional Bicentennial offices.

The response to this initial national mailing was positive and enthusiastic, confirming a basic assumption of both the Endowment and the National Planning Group that the nation has an appetite for public discussion of fundamental issues, of our people, of our institutions, and of our future, and that the Forum offers a clear framework for such discussion.

2. The Forum Brochure

The Endowment has developed an attractive, hardcover brochure which contains the calendar of nine monthly topics and thirty-six weekly subtopics with accompanying text and illustrations. This brochure was mailed in May, 1975 to 225,000 organizations, institutions, media (television and radio, newspapers, magazines), corporations, foundations, and individuals who are interested in mounting or sponsoring Bicentennial programs. The mailing went to both national offices and state and community chapters, locals and affiliates, reaching a cross-section of the leadership in American society--in business, labor,



education, government, public affairs, community and civic affairs, religion, culture, older Americans, youth, media, racial/ethnic, farming, the handicapped, and social welfare. It was designed to introduce the leadership in these segments of society to the Forum, to encourage them to bring the Forum and the Calendar to the attention of their members and audiences, and to develop ways by which their organizations and groups can participate in this nationwide Bicentennial program.

3. Film Documentary

Screen News Digest/Hearst Metrotone News has produced a film documentary on the Forum. This 20-minute color film will be available for public use to introduce interested community organizations and groups to the Forum, with prints available through State and City Bicentennial Commissions, State Humanities Committees, the Adult Education Association, the American Revolution Bicentennial Administration, and the Endowment. A summary brochure and discussion guide in multiple copies will accompany each print of the film. The Forum Calendar will also be carried in each issue of Hearst Metrotone's monthly "Digests" for teachers in the nation's 15,600 school districts during the fall-winter terms.

B. The American Public

Recognizing the need to make the Calendar of issues (and some suggestion of the implications of those issues) available to the whole American public--as well as its organizational leadership--the National Planning Group considered means of bringing it into every household. The following are planned or are under negotiation at present.

1. Calendar Insert in Leading Magazines

A summary version of the Calendar will appear as an insert in six leading national magazines (Time, Reader's Digest, Ladies Home Journal, National Geographic, Ebony, and Scholastic Magazines) in August. This insert will reach approximately 55 percent of American households, thereby providing the American public with the Calendar and the means to participate in the Forum. The insert publication has been made possible by a grant from the Exxon Corporation.

2. Paperback Publication

Several publishers of popular paperbacks have expressed an interest in publishing the text of the Forum brochure and calendar, selling the resultant paperback through normal marketing channels so that inexpensive editions of the calendar may be available to anyone wanting to buy a paperback copy as a personal discussion guide. It is anticipated that many organizations mounting Forum projects will order such paperbacks in bulk for their members and audiences.

3. Corporate Advertising

A number of leading corporations are considering featuring the Forum and either the entire calendar or certain topics in their regular advertising schedules. In many instances, this will mean tying advertising copy to the Forum for basic merchandising purposes. Some major corporations, however, are planning to present, as institutional or public service advertising, full page statements of the weekly or monthly calendar topics--either taken directly from the brochure, or rewritten for corporate interests.

4. Corporate "Bill Stuffing"

A major national company is exploring with its regional subsidiaries a means of providing its customers throughout the country with the Forum calendar in summary form by adding such information to its routine monthly billings. This vehicle for dissemination of Forum information may also prove valuable for informing the public of upcoming Forum programs, particularly national media programs.

5. Public Service Advertising Campaign

Preliminary plans have been made to mount a major national advertising campaign in support of the Forum, using private sector resources. Such a campaign, reaching most of the media outlets in the country (including radio, television, newspapers and magazines), will be timed to inform the public of the Forum by early Fall, 1975, and invite participation through the life of the Forum.



II. Nationwide Programs

Participation in the American Issues Forum may be either an individual or an organizational decision. Thus, while participation may be more clearly effective at the local level, the National Planning Group and the Endowment have been concerned to encourage nationwide programming, to ensure that information, materials, and opportunities for participation--actual or vicarious--may be available for every citizen, no matter what his age or interests. A nationwide participatory youth project, the provision of reading and viewing guides, and extensive video and print presentations have been generated to this end.

Involvement of television and radio stations (national, regional, and local), newspapers and other periodicals such as magazines, journals, Sunday supplements and special inserts, and specialized media formats for in-school and closed circuit television, are crucial to the successful implementation of the Forum because of the mass audiences they reach and the influence they wield with their audiences. Some initial overtures to the media were made by the National Planning Group, and through the efforts of this Group and NEH staff, a number of media and media-related programs are now underway, either funded by NEH grants or operating on private resources; others are still in an early stage of negotiation and development.

A. Broadcast Media

1. Major Network Programs on the Monthly Topics

Behind the original concept advanced for the Forum was the intent that the major commercial networks, competitively or in alternation, would develop special productions for prime time broadcast to initiate each monthly topic for the nation. Given the lead time needed for such productions, it does not appear likely that elaborate and costly programs for the Forum will be developed; there is, however, a strong possibility that documentary feature programs on each Forum topic may still be developed between the networks--granted the interest of appropriate commercial sponsors--for prime time airing each month. There is also a strong indication, from preliminary inquiries, that at least two of the major networks will schedule existing or already planned dramatic specials, features, and documentaries in direct relation to the Forum calendar in order to open nationwide consideration of the monthly topics, hopefully by prime time broadcast.

Public television has also developed several imaginative approaches to the Forum's topics, and will continue to explore ways to use its network to bring the Forum to the American public.

2. Ongoing Network Series

Initial network and producer interest has been shown in the application of the Forum issues to certain kinds of television programming, including public service, spot announcements, public affairs programs, talk/discussion shows, and issue-oriented situation comedies. Participation in the Forum is understandably attractive, for example, to: (a) the daily interview/discussion show; (b) the kind of issue-oriented, network, comedy/drama series which has justly become an increasingly popular and provocative format; (c) news commentaries and news department or magazine formats; (d) the daily or weekly children's show, which combines entertainment, information and education; and (3) the regular guest interview and public service show on weekly or monthly schedules.

3. National Public Radio's American Issues Radio Forum

NPR (the only nationwide non-commercial radio system with over 175 public radio stations) will produce nine monthly three-hour forums to include presentations on the issues, discussions by leading figures, and a national call-in session for participation by citizens across the country. The forums will be held monthly, on the first Saturday, from 11:00 a.m. to 2:00 p.m. (Eastern time) beginning in September; they will serve as a radio "kick-off" for the American Issues Forum's monthly topics.

4. In-School Television

A series of nine monthly in-school television programs, with supporting teacher's guides and student materials keyed to the nine monthly Forum topics, is being produced by WNET/13 from a concept created by the Children's Television Workshop. To be broadcast by the Public Television Service to all school districts, this will represent the first consistent attempt at national programming for the nation's schools (80 percent of which are equipped for television), attempting for the in-school audiences what "Sesame Street" has achieved for the younger viewer. Scripts are currently being developed for classroom use in grades 6-9 and should be available on film and cassette to the adult public.

B. Print Media

1. Courses By Newspaper

Courses By Newspaper includes publication of a weekly "lecture" in some 280 newspapers, the sale of supplementary materials prepared by a commercial publisher, and the availability of academic credit in a local college or university. A continuing Endowment program created by the University of California, San Diego, it will run for 36 weeks in 1975-76, precisely addressing the topics of the AIF Calendar, to interest the casual reader and the serious student.

2. Syndicated Newspaper Columns

A major national news syndicate is currently planning to develop newspaper columns by leading public figures on the weekly issues for the duration of the Forum, for nationwide syndication to the daily press.

3. Sunday Supplements

One group of leading Sunday newspapers has broached plans for a monthly "Roto" section devoted to the Forum and to leading statements on the Forum's topics.

4. Comic Strips

Several "issue-oriented" comic strips, nationally syndicated, have series to embrace the calendared topics of the American Issues Forum under consideration.

5. In-Flight Magazines

Preliminary discussions with publishers and editors of in-flight magazines have elicited interest in regular publication of monthly articles by leading public figures and scholars on each monthly topic.

6. Nationally-Circulated Magazines

Several nationally-circulated popular magazines, including general interest publications, women's magazines, and topical weeklies, have shown interest in the Forum. Editorial plans call, variously, for publishing original articles from varying perspectives on the Forum's topics, on for publishing Forum related articles generated from other sources. A popular version of the National Calendar itself will be carried as an insert by six major publications.

7. House Organs of Corporations, Unions, and Other Organizations

Several national corporations, trade unions, and national associations have indicated that they will publicize the Forum in their house organs which are circulated to all members or employees, and will develop special features on the Forum's topics for their in-house readers. The primary function of these will be to reach, with special perspectives, employees, members and executives who may, at the same time, be active participants or leaders in other community or educational programs within the Forum.

8. Institutional Advertising--Statements on the Forum topics

Some major national corporations have drawn tentative plans for submitting substantive statements on the Forum's weekly topics to daily newspapers, with appropriate acknowledgment of the corporations' participation in the Forum and thereby in the nation's Bicentennial. A form of institutional advertising, this, together with such other advertising endeavors as described above on page 5, will provide additional materials for the nation's consideration during the Forum--some of them, to be sure, presenting very special, controversial though legitimate, points of view.

C. American Issues Forum Reading Lists

The American Library Association is developing two reading lists--one for adults and one for young readers--on each of the weekly Forum topics. A minimum of 20 million reading lists, embracing in fact audio and visual materials as well as books, will be distributed to all national organizations, to the ALA's own library distribution network, to school systems, service organizations, bookstores. In addition, 150,000 special copies

suitable for duplication will be available as well as 536,000 posters promoting the Forum and the reading lists.

D. The Bicentennial Youth Debates

This program encourages high school and college age youth to participate in a year-long exploration of and dialogue on American history and values. The topics chosen for debate and discussion, and their sequence, will be coordinated with the American Issues Forum calendar. The program will officially run from September 1975 through June 1976 and will consist of both competition and civic activities. After initial competition in schools and institutions, winners will then advance through district, state, and regional contests into a final national conference. Participants will be judged on their substantive historical research and the quality of their presentations. The emphasis on local contests in combination with local community participation will allow the BYD to involve not only every young American but their families and communities as well, in public debate on historically significant, humanistic American concerns.

E. Special Materials for the Schools

1. Science Research Associates is planning to correlate its social studies materials with the 36 monthly topics of the Forum, and suggest a range of learning materials available on the issues. These SRA study materials will be available for purchase by elementary and secondary schools, and by adult groups and organizations for use in community discussion under the Forum.
2. Scholastic Voice, published by Scholastic Magazines, will develop monthly statements on the Forum's topics for teachers of English in the nation's high schools. These statements will relate various works of literature to the respective monthly issues.
3. In-School Television and Supplementary Materials

(See Page 7, Above)

III. National Organizations

National organizations are vital to the success of the Forum because of their national prestige, the scope of their specific missions, the conduits they employ to reach into thousands of state and local chapters and clubs, and the millions of members and constituents they serve.

Some of these national organizations are strictly service organizations for state and local groups, some serve as lobbyists and communicators of legislative information to their members, and others, while perhaps encompassing these functions, also set goals and direct program activities for their members and affiliates. Of paramount importance, for the purpose of the American Issues Forum, are organizations which (a) are interested in public discussion of important issues; (b) might find the Forum attractive for the organization and its members; (c) are looking toward a contribution to the Bicentennial; and (d) would be willing to use their networks to introduce the Forum to their members.

Personal visits have been made by Endowment staff to approximately 50 influential national organizations during the last several months. These organizations have proven most receptive to the Forum concept, are willing to publicize the Forum to their membership, and encourage active participation of their chapters and affiliates. (A list of suggestions for the involvement of national organizations appears in Appendix B to this report.) The following examples provide some indication of the commitment many of these organizations are willing to make to the Forum:

A. National Organizations Representing Specialized Constituencies

A number of influential national organizations will develop specialized discussion materials designed to involve their own distinct social constituencies in the Forum. These organizations reach millions of Americans, and represent important segments of our society. The materials they propose to develop in support of the Forum should be widely circulated and used by their members and affiliates as well as by others interested in varying perspectives on the Forum's topics.

1. The National Center for Urban Ethnic Affairs is developing a series of articles stressing ethnic identity as the concept relates to the Forum's weekly topics. These articles, in the form of "press kits," will be sent to the ethnic media in the country, including 750 ethnic

language community newspapers and radio stations, and ethnic organizations will encourage the use of these articles in discussion formats.

2. Women In Community Service, Inc. is developing monthly pamphlets on the Forum's topics, in English and Spanish, for distribution to its constituency of 27 million women through the four national and two regional women's organizations which comprise WICS's coalition.
3. The AFL-CIO plans the development of special discussion materials on the monthly Forum topics for the labor movement in the country. These materials will be used in discussion formats in the unions affiliated with the AFL-CIO, and possibly in the independent unions, and will be circulated through the labor press. The Executive Council of the AFL-CIO has endorsed the Forum and has encouraged labor's active participation.
4. The National Grange is developing special discussion materials on monthly Forum topics for use by the 5,500 member Granges and farm families, and by other organizations concerned with the farmers and residents of rural areas and small towns in America--organizations like the Federal Extension Service's vast network of county extension agents, homemakers, and 4-H leaders.
5. The National Council on the Aging is developing special discussion materials on the Forum's monthly topics for use by organizations and individuals who work with the older American. These materials will be distributed through newspapers across the country and through national organizations affiliated with NCOA.
6. The National Urban League is developing specialized discussion materials for its urban constituency in its 103 local Urban Leagues. These materials will relate to specific Forum topics and will be distributed through the National Urban League's national publications, and through cooperating national organizations.
7. The National Federation of the Blind plans to communicate the calendar of topics to the blind in American through its "talking book" series by developing 10,000 "Calendar discs" for nationwide distribution.

8. The National Association for the Advancement of Colored People is developing monthly statements by leading scholars and public figures on minority perspectives related to the Forum's topics. These statements will be disseminated through the NAACP's monthly journal, and used in discussion groups among the organization's 444,000 members, and will be available to other groups interested in discussing the monthly topics.

B. Participation By Other National Organizations

Many other national organizations of both broader and narrower reach, have expressed interest in the Forum and have initiated various activities to publicize the Forum and develop programs within it by their membership and constituents. For example:

1. Kiwanis International, with 500,000 members in 16,000 clubs both here and abroad, will feature the Forum in its Bicentennial activities, and ask clubs to develop seminars around the Forum's topics for one of their meetings each month.
2. The Adult Education Association of the U.S.A. passed a resolution at its annual meeting affirming the Association's public support of the Forum and pledging its active participation in it. The Association will also work actively to promote the Forum in local communities.
3. The American Association of State Colleges and Universities will cooperate with the "Courses By Newspaper" and has adopted the American Issues Forum as an official program for its Bicentennial Community Outreach Program.
4. The American Library Association will use its network of 22,000 libraries to bring the Forum to local communities. It has asked state librarians to take the lead in stimulating Forum activity state-by-state, will highlight the Forum in special Bulletins and publications to members, and will feature the Forum at its annual meeting in the Summer, 1975.
5. The Foreign Policy Association will concentrate the discussion activities of its state and local chapters on the Forum's monthly topic dealing with America's international role (7th month)--the month of the Forum which coincides with the Association's annual program.

6. The General Federation of Women's Clubs will highlight the Forum in its journal, which reaches 600,000 members, present the Forum at state and district meetings, include it on the agenda for its national meetings, and ask its 13,067 clubs to devise individual ways of participation.
7. Lions International, with 1,000,000 members in 16,000 clubs here and abroad, will feature the Forum in its Bicentennial activities, and call for a convening of a "Service Club Symposium" on the Forum, community-by-community.
8. The American Association for State and Local History is developing and will distribute to historical organizations throughout the country a series of nine scholarly statements on the nine monthly topics of the Forum as they relate to the nation's local history. The statements will be useful for historical organizations to develop Forum projects, and also for local educational, civic, and labor organizations planning Forum projects.
9. The National Education Association will highlight the American Issues Forum in its publications, carry notices about the topics to be discussed, weekly and monthly, and inform its network of state and local chapters of the Forum and ways by which they can participate.
10. The National Association of Counties will publicize the Forum in its literature and urge county officials to develop Forum programs. The Forum has been featured in the Association's regional workshops.
11. The U.S. Conference of Mayors and The National League of Cities will disseminate Forum information to their members and subscribers; the Forum has already been featured in the Conference's monthly newsletter--Bicentennial Cities.
12. The League of Women Voters will publicize the Forum among its 1,350 local chapters, encourage them to participate in the Community Leaders Workshop project, ask them to lead discussion programs on the Forum's topics, and to relate some of its study materials to various Forum topics.
13. The National Congress of Parents and Teachers will advise its 35,000 local units of the opportunity to participate in the Forum, will highlight the Forum in PTA Today, and is considering addressing its 1976 annual conference to one of the Forum topics.

IV. Mobilization of Community Resources

The key to the Forum's ultimate success lies in generating local community interest and direct program participation in the Forum throughout America. National media programs will elicit the interest and assure the awareness of the American people; nationwide or nationally planned programs will encourage the participation of many of them. But it is at the community and neighborhood level that the Forum will finally succeed or fail in its goal of creating a national dialogue for the Bicentennial, a self-examination and education on a scale nationwide never attempted before in this or any nation.

For it is at the community/neighborhood level that people know each other, understand the dynamics of direct face-to-face discussions in small community groups, and can work to influence and change their lives in a meaningful way. Through such community involvement, the Forum will be encouraging the active participation of the American people where they live and work. The following steps, therefore, have been taken to ensure community-by-community participation in the American Issues Forum:

A. 1,000 Community Leaders Workshops

To mobilize local community leadership in support of the Forum and to encourage cooperative community-wide projects, the Adult Education Association of the U.S.A. (AEA) has contracted to initiate no less than one thousand one-day Community Leaders Workshops in the spring and summer of this year. Each Workshop is designed to bring together 10-12 leaders in the local community--corporate and labor leaders, church leaders, educators, publishers, broadcasters, librarians, and service club leaders--to introduce them to the Forum and to invite them to develop activities in their own organizations under the Forum topics. More than 700 of these Workshops have been scheduled, and estimates indicate that some 1,500 will be held.

The unique qualifications of the AEA as a national organization to develop community support for the Forum is that it includes in its membership and affiliated groups adult education personnel who function in a variety of community-based institutional settings--community colleges, university extension, public schools, libraries, labor unions, business and industry, churches, the media, the armed forces, correctional institutions, and various civic and public affairs groups--and who are in a position to generate widespread community support for the Forum.

The Community Leaders Workshops will take place in advance of the Fall, 1975 starting date for the Forum's Calendar of topics. The AEA has developed a Leader's Workshop Kit for those interested in convening a Workshop in their community, enlisting its own membership as well as members of other interested national organizations, such as the League of Women Voters and the American Association of Community and Junior Colleges, as convenors of the Workshops. It is anticipated that some 25,000-30,000 community leaders will be introduced to the Forum through the AEA's project, generating, therefore, between one-thousand and thirty-thousand local Forum programs across the nation.

B. Specialized Community Participation Projects

1. State and Regional Bicentennial Commissions

The American Revolution Bicentennial Administration, state and territorial Bicentennial Commissions, as well as the ten ARBA regional offices, have cooperated in bringing the Forum to the attention of their regions and states, and in some cases, have stimulated Forum activities in their areas. These agencies will become reference points for information about Forum programs as local groups develop formats for their participation.

2. Religious Groups and Institutions

Project Forward '76, the ecumenical Bicentennial group of the Interchurch Center (New York), is bringing the Forum to the attention of America's religious groups in every state. Project Forward will promote the Forum through the religious media and will provide a leader's discussion guide for religious organizations and churches developing American Issues Forum discussion and study groups at the local, or parish level. Some 10,000 church leaders will be involved in this effort.

3. Regional Participation

The University of Denver will coordinate Forum programs in the six-state area of Colorado, Montana, North Dakota, South Dakota, Utah and Wyoming. Through a Board of Directors drawn from the six states, the University of Denver will promote programs in the region and provide information, support and discussion materials for any group wishing to develop a Forum project.

4. AIF Urban Projects

The Great Issues Program, sponsored by the National Endowment, will mount a series of programs related to the Forum topics throughout five metropolitan areas (San Francisco, Denver, Chicago, St. Louis, and San Antonio). Forum committees have been designated in each city, and will conduct coordinated city-wide Forum programs utilizing media, service organizations, clubs, educational institutions, neighborhood groups, and existing continuing education programs, supporting materials, and local discussion formats in their program activities.

5. State Humanities Committees

The Endowment-sponsored State Humanities Committees, now functioning in every state, will distribute information about the Forum through their publications networks. As regrant agencies of the Endowment, they will encourage applications which meet their statewide guidelines for funding local projects in the humanities, and which, related directly to the Forum, are also of direct relevance to the interests of the State.

6. Citizen Involvement Network (CIN) "Community Issues Dialogue"

CIN's "Community Issues Dialogue" project will prepare a series of essays to stimulate community dialogue on current and future-oriented issues related to the Forum's monthly topics. The nine essays will consider possible alternatives for decision-making on such issues as crime, unemployment, land use, metropolitan government, health, discrimination, as well as such broader issues as America's growing interdependence with the rest of the world for food and energy. The essays will be distributed as pamphlets, given to national magazines for coordination, and used by local affiliates of various national organizations.

7. Cities/Towns

Spontaneous citywide Forum "assemblies" have developed in a number of cities and towns across the country involving a broad range of civic and social leadership in coordinated Forum efforts. [For example, Fort Worth (Texas), Lincoln (Nebraska), Columbus (Ohio), and Tulsa (Oklahoma), have reported "assemblies" with many others in planning.]

V. International Dissemination

Strong interest in the Bicentennial has been demonstrated by various foreign countries, with some 22 having formed "Bicentennial Committees." Interest has also been developed among specific groups and individuals abroad, both among those planning to visit our shores next year and those who are anxious to understand more about the American Revolution and experiment in self-government. To inform foreign peoples where appropriate, about the Forum, and facilitate their participation in Forum activities, the U.S. Information Agency (USIA) will distribute the Forum brochures in U.S. embassies, and will send many of the materials, including video tapes, reading lists, and special discussion materials to its overseas offices.

APPENDICES

APPENDIX A

Corporate and Foundation Interests

The National Planning Group believed that both the public and the private sectors of American society had to become involved in a cooperative effort if the Forum were to succeed in its objectives. With the Calendar of topics and its accompanying text now released to the nation (in association with a significant national announcement), and given the overwhelmingly positive response from corporations, foundations, and the media to the national sample mailing of December, 1974, it is now appropriate to enlist the direct support of the private sector in Forum activities. Corporate interest in the Bicentennial has been reserved but is growing, and again, it appears that among the wealth of programs being presented to the private sector, the Forum is emerging as the only national program speaking to the substantive issues of our time and is intrinsically attractive to the corporate sector.

Staff at the National Endowment for the Humanities has been largely occupied over the past few months in preparing the Calendar itself of the American Issues Forum, and in securing commitments from some major national membership organizations whose participation will help guarantee its success throughout the nation. But having secured the development of the American Issues Forum on the national and community levels, the Endowment's concern is now to bring it to the attention of the private sector, where corporate sponsorship will be absolutely indispensable to its success.

We know that American business will, by conviction, and of necessity, be involved in the Bicentennial observance. And, since the Forum will involve unprecedented numbers of participants, corporations may wish to sponsor and fund relevant Bicentennial activities through "contributions" or "public service" mechanisms, or relate to the Forum in their customary merchandising programs. Corporate interest in the American Issues Forum may, of course, be very varied.

Some will wish to enhance their institutional advertising by sponsorship of major national or regional projects of high visibility; some will merely wish to tie their customary (marketing) advertising to Forum issues in order to take advantage of the current interest which they generate; and some, either directly or through subsidiary companies, divisions or distributors, will be interested in sponsoring projects effective at the local level in areas where their operations have immediate impact.

Many, too, will doubtless want to carry monthly "Forum" articles in their house organs and encourage related activities in employee organizations or in the communities where employees play a leadership role.

With this in mind the Endowment has identified several areas where it seems that corporate sponsorship could be most effective and mutually gratifying. Without wishing to limit any options, it is convenient here to set down some of the projects with whose planning the Endowment is familiar, for the reference of potential sponsors who recognize that the Forum will require imaginative support, both financial and otherwise.

1. Network television programming. There exists the possibility that major networks will select from their already planned Bicentennial programs one which is appropriate to each issue and place it in a lead-off time slot every fourth week; it might indeed prove advantageous to the networks and the advertisers to tie in their programs generally to the Forum Calendar. But this is far short of what Walter Cronkite had originally in mind in first enunciating the Forum concept: that the networks would prepare special programs for each of the nine issues and air them (perhaps alternating networks each month) in pre-empted, Sunday night, prime time slots, to kick off for the nation each month. Now it is surely too late for major independent producers and packagers to prepare lavish specials of this order; but there is still sufficient lead time for the kind of special features that network news departments do well. Networks might be agreeable to this if one or a group of major corporate sponsors were to guarantee nine such programs. This is precisely the approach suggested by public television, where several innovative ideas related to the Forum are ready to be launched as major contributions to the visibility of the Forum, provided corporate or foundation support is guaranteed. Should corporate support for national television programs become available, it would be the most noticeable national contribution to the American Issues Forum, as well as the most effective.

2. Distribution of the Calendar. The National Endowment has prepared an attractive brochure introducing the American Issues Forum and its calendar of topics, and has mailed 225,000 of these to leaders of national and local organizations, corporations, institutions, etc., accompanied by a major public announcement in late May. Further distribution of the Calendar for the general public use has been assured by the Exxon Corporation, whose grant will provide a condensed version of the Calendar as an attractive insert in six leading magazines in their Fall, 1975 issues. These magazines reach 55% of America's households, and it is anticipated that the insert will receive widespread use. Other ways of publishing the Calendar, versions of the

Calendar, or important statements related to the topics are also available and could be ideal avenues for corporate interest.

Weekly dissemination of the Calendar: In addition to the magazine insert, a national enterprise might wish to take a full page in the national press to present the issue each week during the life of the Forum. Such a page, which would have to be purchased as advertising space, could simply present the text and illustration of the issue verbatim from the published brochure; or it could, of course, redesign and rephrase.

This kind of presentation of a Forum issue, as a public service from a corporate sponsor, should be distinguished from the preparation of an ad on the issue of the week by a corporate advertiser. No doubt many advertisers will want to tie in their copy to the Forum week-by-week; and some of them will inevitably, therefore, want to be using the occasion for presenting their own angle on the issue. This also would constitute legitimate and welcome participation in the Forum, although it is quite different from sponsorship of the Forum, which implies disinterestedness. Merely carrying a corporate logo and "public service" statement could be more distinctive and prove more useful to some corporate interests.

3. Sponsorship of major national AIF projects. Currently four major projects, of nationwide reach, are being planned with adherence to the American Issues Forum Calendar. One or another of them might have some immediate appeal for corporate sponsorship. One of them, the Bicentennial "Courses By Newspaper" (which includes the publication of a weekly "lecture" in some 280 newspapers, the sale of supplementary materials prepared by a commercial publisher, and the availability of academic credit at a local university) is entirely funded by the Endowment. The following have been initially and partially supported by the Endowment, but need major funding from the private sector:

(a) A series of nine, monthly in-school television programs, with accompanying written teachers' guides and study materials. Planned by the Children's Television Workshop and produced through WNET, this will be the central Forum presentation for the junior high school audience and will be the first attempt to build for the in-school audience what Sesame Street and Electric Company have done for other out-of-school age groups, as well as the first attempt to use effectively on a national basis the television facilities with which virtually all school systems are now equipped. The cost of this will be approximately \$2.5 million and could be shared with the Endowment. The print materials could possibly be designed to carry local sponsorship. The video tapes will also be available to non-school groups developing Forum projects.

(b) Reading lists, including guides to audio and visual materials--one for adults and one for children--are being prepared by a national committee under the auspices of the American Library Association. There will be more than 20 million copies available to organizations conducting their own programs within the Forum Calendar across the nation; and they will be available in public libraries and bookstores, and as many other places, including monthly bills, as money can be found for. The basic cost is somewhere towards \$1.5 million, which could be shared with the Endowment.

(c) The Bicentennial Youth Debates is a nationwide exploration and dialogue for youth of high school and college age, consisting of competitions at local district, state, and regional levels with a final national conference. The emphasis on local contests and community participation should have great appeal for national or regional corporate sponsors, since the debates will inevitably appear as a kind of "grass roots" program, with funding, sponsorship, and recognition very much apparent at the local level. The basic cost of the project, which could be shared with the Endowment, is \$1-2 million. Opportunities are also available for corporate support of the local elimination rounds. Local sponsorship, therefore, under appropriate corporate names, might be encouraged by a national parent company.

4. Corporate House Organs and Other In-House Publications. Corporations can participate in the Forum in still another way, using their existing in-house publications media to bring the Forum to the attention of both managers and line employees, and to make statements from the company's perspective on the Forum's topics. For example, a corporation might simply present the monthly topics and text to its employees, or adapt this textural material for its own purposes as monthly (or weekly) feature articles on the issues.

These are avenues for distinctive national impact. There are a number of other back-up notions, some referred to in the accompanying report, which might be even better suited to individual corporate interests. They include, for example, the following: some independent film/TV producers who could produce programs on the Forum issues which would be aired through school systems, organizations and local TV stations, although probably not the national networks; one such, Hearst Metrotone, is in fact producing a short documentary on the Forum concept for readiness in late spring. The "bill stuffers" idea is obviously susceptible for a variety of permutations. School materials, apart from those associated with the CTW-WNET project, will be in demand from the private sector, including companies regularly in this

market. Many people might be able to use discussion materials prepared and published for use in the Forum: the Endowment will in fact be directly funding the preparation of some such materials for rather specialized national groups--e.g., the aged, women's clubs, etc.--but the market for general discussion materials may be very large. Public television will be preparing programs which are, as always, in need of sponsorship by the private sector. And the staff of any creative agency will have no difficulty in coming up with a long list of such potential, fundable projects for the AIF. It must be remembered that AIF is just a calendar of topics; programs which may be planned within it are legion!

There should be no doubt that there is and will be a great need for endorsement and sponsorship of projects under the Forum which communicate to the general public; and such sponsorship may often be embraced within the customary merchandizing, institutional advertising, and contributions budgets of most corporations, supplemented sometimes by anticipated Bicentennial set-asides. Obviously, any corporation will be welcome to support any activity within the Forum; and any corporation doing so will be gaining high visibility in this nationwide program.

The Endowment will continue to seek commitment from many organizations to participate in discussion of the issues outlined in the Calendar; more than 1,000 Community Leaders Workshops across the country this spring and summer will ensure that local groups in every area start to develop their own approaches. But these will need some guidance; some of them will need the guarantee of materials as a basis for their discussions; and some will need sponsorship for the programs they develop locally each week or each month during the Bicentennial year. In this area the private sector can be of vital importance in securing the success of the Forum. The Endowment hopes this will prove attractive to the commercial sector; and that many corporations will share its belief that the Forum will lead to the kind of nationwide dialogue which should be important to a democracy all of the time, and which should be more appropriate to the American Bicentennial than any other programs we have yet heard of.

APPENDIX B

National Organizations and the American Issues Forum Suggestions for Participation

There are many ways in which national organizations can support the American Issues Forum, primarily through direct program activities and through dissemination of information and discussion about the AIF.

1. Direct Program Activities Under AIF

- an issue of the organization's major publication devoted to the Forum.
- monthly or weekly articles in the organization's newsletters, journals, and other publications on the respective topics, including suggested reading and follow-up discussion ideas.
- special discussion and information materials developed around the topics for member institutions, affiliates, and individuals.
- speakers and discussion on each topic at national, regional and local meetings of the organization.
- a resolution by the organization's official legislative body in support of the Forum and the organization's active participation in it.
- a speakers bureau for AIF for use by members wanting to participate.
- sponsored media programs on the AIF and the respective topics.
- specially sponsored national/regional programs, perhaps on specific monthly or weekly topics, if the organization has the capability and the resources.
- task force on the AIF to determine appropriate organizational response.

- consortia of organizations which might mount joint programs on a national/regional/community basis.

2. Dissemination of Information About AIF

- periodic newsletters and bulletins to the membership.
- press releases, perhaps in coordination with NEH releases.
- presentations to executive committees and boards, regional meetings, annual conferences, and special meetings.
- special bulletins and letters from top organization officials.
- public endorsement and statements by the organization's leadership.
- clearing houses for listing of local projects and schedules, and overall coordination of membership activity.
- liaison with NEH on activities under the AIF.

APPENDIX C

American Issues Forum Materials

The following materials are being developed in support of the American Issues Forum:

Forum Calendar Brochure: 225,000 copies--available only to organizational leadership throughout the country.

Reading Lists for the Forum topics: American Library Association, 20 million copies

"Courses By Newspaper": University of California, San Diego Extension, and United Press International--weekly newspaper columns, book of articles and essays and discussion guides.

Community Leaders Workshop Kits: Adult Education Association, for use by participants in the one-day Community Leaders Workshops, Spring-Summer, 1975.

Regional Resource Materials: University of Denver, for those who want to mount Forum programs in the six-state area covered by the regional project.

Great Issues: Committees in the five cities will develop materials around the Forum's topics, including public discussion guides.

WNET: In-School Television Programs: supplementary study materials to support the monthly television programs for the schools and interested non-school groups.

Film Documentary: 20-minute film on the Forum, how it came about, what it is, and its meaning for the nation accompanied by printed materials.

Syndicated Weekly Columns: weekly columns by prominent public figures on Forum topics.

National Organizations: entire issues of nationally circulated journals, special articles on specific topics, and monographs by national organizations for their membership.

Foreign Policy Association: discussion materials, developed for the seventh month ("America in the World") designed for local discussion of the four topics during this month.

The Public's Calendar: leading magazines will carry the Calendar of the Forum as an insert for general public distribution in August, 1975.

Publication Series: special discussion materials developed by various national organizations for use by their memberships and audiences.

Film Listings: comprehensive lists of films related to each of the Forum's topics.

Commercial and Public Television Programs: in development and to be announced as scheduled.

Citizen Involvement Network Statements: nine statements on public policy choices related to Forum topics available in paperback by late Summer.

Special School Materials: Science Research Associates will correlate its existing social studies materials with the 36 weekly topics for elementary and secondary school use and for use in community discussion; Scholastic Voice will devote monthly statements to relate literature to the Forum topics.

APPENDIX D

American Issues Forum Calendar of Topics

I. The first month: August 31 through September 27, 1975

"A Nation of Nations"

- | | |
|---------------|---------------------------------------|
| August 31: | 1. <u>The Founding Peoples</u> |
| September 7: | 2. <u>Two Centuries of Immigrants</u> |
| September 14: | 3. <u>Out of Many, One</u> |
| September 21: | 4. <u>We Pledge Allegiance...</u> |

II. The second month: September 28 through October 25, 1975

The Land of Plenty

- | | |
|---------------|---|
| September 28: | 1. <u>A Shrinking Frontier?</u> |
| October 5: | 2. <u>The Sprawling City</u> |
| October 12: | 3. <u>Use and Abuse in the Land of Plenty</u> |
| October 19: | 4. <u>Who Owns the Land</u> |

III. The third month: October 26 through November 22, 1975

"Certain Unalienable Rights"

- | | |
|--------------|--|
| October 26: | 1. <u>Freedom of Speech, Assembly and Religion</u> |
| November 2: | 2. <u>Freedom of the Press</u> |
| November 9: | 3. <u>Freedom from Search and Seizure</u> |
| November 16: | 4. <u>Equal Protection Under the Law</u> |

IV. The fourth month: November 23 through December 20, 1975

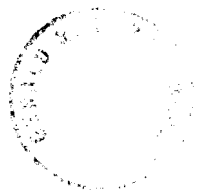
"A More Perfect Union"; The American Government

- | | |
|--------------|---|
| November 23: | 1. <u>"In Congress Assembled..."</u>
<u>A Representative Legislature</u> |
| November 30: | 2. <u>A President: An Elected Executive</u> |
| December 7: | 3. <u>"The Government": The Growth of Bureaucracy</u> |
| December 14: | 4. <u>"By Consent of the States..."</u> |

V. The fifth month: January 11 through February 7, 1976

Working in America

- | | |
|-------------|---|
| January 11: | 1. <u>The American Work Ethic</u> |
| January 18: | 2. <u>Organization of the Labor Force</u> |
| January 25: | 3. <u>The Welfare State: Providing a Livelihood</u> |
| February 1: | 4. <u>Enjoying the Fruits of Labor</u> |



VI. The sixth month: February 8 through March 6, 1976

"The Business of America..."

- | | | |
|--------------|----|--|
| February 8: | 1. | <u>Private Enterprise in the Marketplace</u> |
| February 15: | 2. | <u>Empire Building: Cornering the Market</u> |
| February 22: | 3. | <u>Subsidizing and Regulating:
Controlling the Economy</u> |
| February 29: | 4. | <u>Selling the Consumer</u> |

VII. The seventh month: March 7 through April 3, 1976

America in the World

- | | | |
|-----------|----|---|
| March 7: | 1. | <u>The American "Dream" Among Nations</u> |
| March 14: | 2. | <u>The Economic Dimension</u> |
| March 21: | 3. | <u>A Power in the World</u> |
| March 28: | 4. | <u>A Nation Among Nations</u> |

VIII. The eighth month: April 4 through May 1, 1976

Growing Up in America

- | | | |
|-----------|----|------------------------------------|
| April 4: | 1. | <u>The American Family</u> |
| April 11: | 2. | <u>Education for Work and Life</u> |
| April 18: | 3. | <u>"In God We Trust"</u> |
| April 25: | 4. | <u>A Sense of Belonging</u> |

VI: The ninth month: May 2 through May 29, 1976

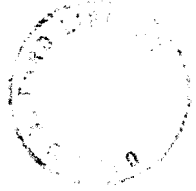
Life, Liberty and the Pursuit of Happiness

- | | | |
|---------|----|---------------------------------|
| May 2: | 1. | <u>The Rugged Individualist</u> |
| May 9: | 2. | <u>The Dream of Success</u> |
| May 16: | 3. | <u>The Pursuit of Pleasure</u> |
| May 23: | 4. | <u>The Fruits of Wisdom</u> |

NATIONAL ENDOWMENT FOR THE HUMANITIES



WASHINGTON, D.C. 20506



AMERICAN ISSUES FORUM

Active Projects

May 15, 1975

The American Issues Forum is a national program for the Bicentennial, uniquely designed to engage the direct participation of every citizen nationwide, as well as others beyond our borders, during the Bicentennial year.

Although developed under the auspices of the National Endowment for the Humanities and co-sponsored by the American Revolution Bicentennial Administration, the Forum has been designed by a small group of private citizens, and initially presents only a framework for other programs. Its success as a national Bicentennial program (and as an extraordinary experiment in the creation of a national dialogue) will depend upon the degree to which the nation--through its organizations, institutions, corporations, foundations, communities, neighborhoods, groups, families, and individuals--develops programs under the calendar of topics which the Forum affords.

This list of Active Projects is designed to show how various media, organizations, corporations, and state and community groups are actively participating in the Forum. It includes a description of each project, and where to go for additional information.

For the Forum to be fully effective, we encourage organizations and individuals to develop their own projects, perhaps using some of the projects listed herein as models. We also would like to obtain the broadest possible dissemination of Forum materials, and we hope you will be contacting those listed in this Report for copies of their Forum materials for use in your own Forum project.

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1. DISSEMINATION AND PROMOTION OF THE FORUM CALENDAR

American Issues Forum
May 15, 1975

<u>Sponsor and Project</u>	<u>Activity</u>	<u>Information/Materials</u>
Exxon Corporation: The Public's Calendar	A <u>summary version of the Forum Calendar</u> , with monthly and weekly topics and monthly text will be available for the public in August through an attractive pull-out insert in leading magazines.	See August/September issues of <u>Time</u> , <u>Ladies Home Journal</u> , <u>Ebony</u> , <u>National Geographic</u> , <u>Reader's Digest</u> , and <u>Scholastic Magazines</u> .
Screen News Digest/ Hearst Metrotone News: Film Documentary; Summary Calendar and Discussion Guide	Screen News Digest/Hearst Metrotone News has produced a promotional 20 min., color <u>film documentary on the Forum</u> to introduce interested community organizations and groups to the Forum. A Summary Calendar/Synopsis of the Film and Discussion Guide is also available.	State Humanities Committees State Bicentennial Commissions National Endowment For the Humanities American Revolution Bicentennial Administration Adult Education Association or Mr. Cloyd Aarseth, Producer Screen News Digest/Hearst Metrotone News 235 East 45th Street New York, New York 10017 Tel: (212) 682-7690

2. MEDIA ACTIVITIES

Sponsor and Project	Activity	Information/Materials
WNET/13: In-School Television	<p>A series of monthly <u>in-school television programs with supporting teacher and student materials</u> keyed to the nine monthly Forum topics is being prepared by WNET/13 upon a design created by the Children's Television Workshop. Scripts are currently being developed for classroom use in grades 6-9; the video-tapes will also be available to the adult public through media and community organizations. Private sector funding being sought.</p>	<p>Dr. Donald Fouser WNET/13 304 West 58th Street New York, New York 10019 Tel: (212) 262-4363 or Dr. Dan Fales WNET/13 356 W. 58th Street New York, New York 10016 Tel: (212) 262-4200</p>
A National News Syndicate: Syndicated Newspaper Columns	<p>Well-known public figures will be contacted to write <u>syndicated columns</u> on each issue of the week for the duration of the Forum. The columns will be distributed nationwide by a major syndicate, and designed to encourage local commentary.</p>	<p>American Issues Forum Project c/o National Endowment for the Humanities 806 15th Street, N.W. Washington, D.C. 20506 Tel: (202) 382-4278</p>
University of California, San Diego: "Courses By Newspaper"	<p><u>Courses By Newspaper</u>: Weekly articles and supplementary materials--a reader and a study guide--related to the Forum topics will be available. The articles will be distributed by UPI and credit will be offered through local colleges and universities. An especially prepared guide for discussion leaders will be available.</p>	<p>George Colburn/C.A. Lewis "Courses By Newspaper" 4901 Morena Boulevard Suite 209 San Diego, California 92117 Tel: (714) 452-3405</p>

2. MEDIA ACTIVITIES (Cont'd.)

Sponsor and Project	Activity	Information/Materials
National Public Radio: "American Issues Radio Forum"	<p>NPR (the only nationwide noncommercial radio system with over 175 public radio stations) will produce <u>nine monthly three-hour radio forums</u> to include presentations on the issues, discussions by leading figures, and a national call-in session for participation by citizens across the country. The forums will be held monthly, on the first Saturday from 11:00 A.M. to 2:00 P.M. (Eastern Time) beginning in September: they will serve as a radio "kick off" for the American Issues Forum's monthly topics.</p>	<p>Dr. Jack Mitchell Director of Informational Programs National Public Radio 2025 M Street, N.W. Washington, D.C. 20036 Tel: (202) 785-5436</p>

3. NATIONWIDE PROGRAMS

<u>Sponsor and Project</u>	<u>Activity</u>	<u>Information/Materials</u>
American Library Association: AIF Reading Lists	The American Library Association is developing two <u>reading lists</u> --one for adults and one for young readers--to support the weekly Forum topics. A minimum of 12 million lists that include books, records and other audio/visual materials will be distributed through all libraries, bookstores and many national organizations. Posters promoting the Forum and the reading lists will be available.	Mr. Donald E. Stewart American Library Association 50 East Huron Street Chicago, Illinois 60611 Tel: (312) 944-6780
Speech Communication Association: Bicentennial Youth Debates	Local, state, regional, and subsequently national, <u>competitive youth debates will be held on the Forum's monthly topics.</u> The program will encourage participation from high school and college-age youth, seeking wide participation, and encouraging communities to develop ongoing programs for participating youth. Private sector funding being sought.	Dr. Richard C. Huseman, Director Bicentennial Youth Debates 1625 Massachusetts Ave., N.W. Washington, D.C. 20036 Tel: (202) 265-1070
<u>Materials for Schools:</u> 1. Science Research Associates (SRA)	SRA is planning to correlate many of its social studies materials with the 36 weekly topics of the Forum, and suggest a range of learning materials available on the issues. These SRA study materials will be available for purchase by elementary and secondary schools, and by adult groups and organizations for use in community discussion under the Forum.	Mr. Bernard Velenchik Social Studies Product Manager SRA Inc. 259 East Erie Street Chicago, Illinois 60611 Tel: (312) 266-5057

3. NATIONWIDE PROGRAMS (Cont'd.)

<u>Sponsor and Project</u>	<u>Activity</u>	<u>Information/Materials</u>
2. Scholastic Magazines: <u>Scholastic Voice</u>	<u>Scholastic Voice</u> , reaching high school teachers of English throughout the country, will develop monthly statements on the Forum's topics which will relate various literary works and trends to the respective monthly issue.	Ms. Marjorie Burns Editor, <u>Scholastic Voice</u> Scholastic Magazines Inc. 50 West 44th Street New York, New York 10036 Tel: (212) 867-7700

4. NATIONAL ORGANIZATIONS: SPECIFIC FORUM MATERIALS

<u>Sponsor and Project</u>	<u>Activity</u>	<u>Information/Materials</u>
<p>American Association for State and Local History: Assistance to Historical Organizations</p>	<p>AASLH will publish and distribute to historical organizations a <u>series of nine essays</u> by distinguished historians designed to view the Forum topics from the local perspective of city, town and countryside. In addition, a special article containing suggestions for Forum programming will be prepared and distributed. These materials will be used by historical organizations for Forum projects in community organizations and local media.</p>	<p>Dr. William T. Alderson Executive Director American Association for State and Local History 1400 Eighth Ave. South Nashville, Tennessee 37203 Tel: (615) 242-5583</p>
<p>AFL-CIO: Labor Perspectives</p>	<p>The AFL-CIO will develop <u>special discussion</u> materials on the Forum's monthly topics from the labor perspective to be distributed to union members throughout the country through its publications.</p>	<p>Mrs. Dorothy Shields Division of Education AFL-CIO 815 16th Street, N.W. Washington, D.C. 20006 Tel: (202) 637-5148</p>
<p>Educational Film Library Association: Forum Film List</p>	<p>The Educational Film Library Association will develop a comprehensive annotated <u>list of films</u> available on each of the Forum topics, and will publish at cost the list for use by film libraries and interested groups and organizations.</p>	<p>Ms. Nadine Covert Administrative Director Educational Film Library Association 17 W. 60th Street New York, New York 10023 Tel: (212) 246-4533</p>

4. NATIONAL ORGANIZATIONS: SPECIFIC FORUM MATERIALS (Cont'd.)

Sponsor and Project	Activity	Information/Materials
Foreign Policy Association: Discussion Materials	The Foreign Policy Association will <u>publish discussion materials</u> on the American Issues Forum topic for the 7th month ("America and the World") for use in its nationwide adult study discussion program. The topic will also be covered in newspaper articles and television and radio broadcasts which accompany the program.	Dr. Norman Jacobs Director Foreign Policy Association 345 East 46th Street New York, New York 10017 Tel: (212) 697-2432
Gaylord Brothers, Inc./SIRS: Materials for Libraries	Gaylord Brothers has developed a special <u>program package for libraries</u> based upon the Forum topics and designed for use by librarians in the planning and conducting of Forum community discussion programs. These packages will be available for purchase by libraries, schools, and community groups.	Ms. Virginia H. Mathews Gaylord Brothers, Inc./SIRS P.O. Box 61 Syracuse, New York 13201 Tel: (315) 457-5070
National Association for the Advancement of Colored People (NAACP): Minority Viewpoints	The NAACP will develop <u>special discussion materials</u> on the nine monthly Forum topics to be disseminated through the NAACP monthly journal, <u>CRISIS</u> .	Mr. Warren Marr, II Editor, <u>Crisis</u> 1790 Broadway New York, New York 10019 Tel: (212) 245-2100

4. NATIONAL ORGANIZATIONS: SPECIFIC FORUM MATERIALS (Cont'd.)

<u>Sponsor and Project</u>	<u>Activity</u>	<u>Information/Materials</u>
National Center for Urban Ethnic Affairs: Ethnic Viewpoints	The National Center for Urban Ethnic Affairs will develop a <u>series of articles</u> stressing ethnic identity as the concept relates to the Forum's weekly topics. These articles in the form of press packets will be sent to ethnic media throughout the country, including 750 ethnic language community newspapers and radio stations. Ethnic organizations will encourage the use of these articles in discussion formats.	Msgr. Geno Baroni, Pres. Andy Leon Harney, Editor National Center for Urban Ethnic Affairs 4408 Eighth Street, N.E. Washington, D.C. 20017 Tel: (202) 529-5400
The National Council on the Aging: Older Americans Materials	NCOA will develop <u>specialized discussion materials</u> on the monthly Forum topics for use by organizations and individuals who work with older Americans. These materials will be distributed through newspapers across the country and through national organizations affiliated with NCOA.	Mr. Louis Hausman NCOA - Suite 504 1828 L Street, N.W. Washington, D.C. 20036 Tel: (202)223-6250
National Federation of the Blind: "Talking discs."	The National Federation of the Blind is planning to develop <u>"talking discs"</u> on the full Calendar to enable the blind in America to participate in the Forum.	Mr. James Gashell National Federation of the Blind 1346 Connecticut Avenue Washington, D.C. 20036 Tel: (202) 785-2974

4. NATIONAL ORGANIZATIONS: SPECIFIC FORUM MATERIALS (Cont'd.)

Sponsor and Project	Activity	Information/Materials
The National Grange: Rural and Small Town Area Statements on the Issues	The National Grange will develop <u>specialized discussion materials</u> on the monthly Forum topics for use by member Granges and other organizations concerned with the farmers and residents of rural areas and small towns in America.	Mr. David R. Lambert The National Grange 1616 H Street, N.W. Washington, D.C. 20006 Tel: (202) 628-3507
National Urban League: Minority Viewpoints	The National Urban League will develop <u>special discussion materials</u> for its urban constituency in 103 local Urban Leagues. These materials will address two specific monthly Forum topics in depth.	Mr. James Williams Director of Communications National Urban League 500 East 62nd Street New York, New York 10022 Tel: (212) 644-6500
Women in Community Service, Inc. (WICS): Women's Viewpoints	WICS will develop <u>specialized discussion materials</u> on the monthly Forum topics for use by the membership of the four national organizations and two regional organizations which comprise the WICS coalition of women's groups.	Miss Mary A. Hallaren Executive Director WICS, Inc. 1730 Rhode Island Avenue, N.W. Washington, D.C. 20036 Tel: (202)293-1343

5. NATIONAL ORGANIZATIONS: GENERAL FORUM PROGRAMS

Sponsor and Project	Activity	Information/Materials
Administration on Aging Department of Health, Education, and Welfare: Community Meetings	The Administration on Aging will encourage aging agencies at the local, state, and Federal levels to address the question of older Americans and their relationship to the Forum issues. They will also encourage the use of Forum materials among older Americans.	Dr. Clark Tibbitts, Director National Clearing House on Aging Administration on Aging Department of Health, Education, and Welfare Washington, D. C. 20201 Tel: (202) 245-0188
American Association of Community and Junior Colleges: General Community College Participation	The AACJC will inform its member institutions of the Forum, encourage them to convene Community Leaders' Workshops, do an article for its <u>Journal</u> , and suggest program ideas for community colleges to link the AACJC's town meetings project to the Forum topics.	Dr. Roger Yarrington Vice-President AACJC - Suite 410 One Dupont Circle, N.W. Washington, D. C. 20036 Tel: (202) 293-7050
American Association of State Colleges and Universities: Community Outreach	The American Association of State Colleges and Universities will cooperate with the "Courses By Newspaper" and has adopted the American Issues Forum as an official program for its Bicentennial community outreach program.	Dr. William Fulkerson Deputy Executive Director American Association of State Colleges and Universities - Suite 700 One Dupont Circle, N.W. Washington, D. C. 20037 Tel: (202) 293-7070
American Association of University Women: Local Programs	The AAUW Board of Directors has endorsed the American Issues Forum and will use its publications to encourage its 1,850 local branches to participate by holding Forum Workshops and by developing local programs.	Dr. Linda Hartsock Director, Program Development, AAUW 2401 Virginia Avenue, N.W. Washington, D. C. 20037 Tel: (202) 785-7739

5. NATIONAL ORGANIZATIONS: GENERAL FORUM PROGRAMS (Continued)

Sponsor and Project	Activity	Information/Materials
American Field Service : Student Participation	ASF plans to highlight the Forum in its monthly newsletter and quarterly journal, <u>World Review</u> , and encourage participation in the Forum's Community programs by foreign students, Americans abroad, returnees, and domestic program students.	Ms. Karin F. Eisele Associate Director, Development AFS/International Scholarships New York, New York 10017 Tel: (212) 689-1780
American Library Association: Local Leadership	The American Library Association will use its various publications media to inform the network of 22,000 libraries in the country about the Forum. It has asked state librarians to take the lead in stimulating Forum activity state-by-state. It will highlight the Forum in special Bulletins and publications and at its annual meeting in the Summer, 1975.	Mr. Robert Wedgeworth Executive Director American Library Association 50 East Huron Street Chicago, Illinois 60611 Tel: (312) 944-6780
American Society of Newspaper Editors: Resources for Projects Relating to the Press	The ASNE will provide knowledgeable editors as speakers and resource persons for Forum projects related to press freedom topics.	Mr. William H. Hornby Executive Editor <u>The Denver Post</u> P. O. Box 1709 Denver, Colorado 80201 Tel: 303 297-1388
Camp Fire Girls: Local Forum Programs	The Camp Fire Girls will integrate the American Issues Forum with its Bicentennial activities, present the Forum in its publication <u>Camp Fire Leadership</u> , and encourage its local groups to develop Forum programs.	Ms. Gwen Harper, Director Program Development Camp Fire Girls, Inc. 1740 Broadway New York, New York 10019 Tel: (212) 581-0500

5. NATIONAL ORGANIZATIONS: GENERAL FORUM PROGRAMS (Continued)

Sponsor and Project	Activity	Information/Materials
<p>Kiwanis International: General Information to Members</p>	<p>Kiwanis International, with 500,000 members in 16,000 clubs both here and abroad, will feature the Forum in its Bicentennial activities and ask clubs to develop seminars around the Forum's topics each month.</p>	<p>Mr. John L. McGehee, Director Public Relations Dept. Kiwanis International Kiwanis International Bldg. 101 East Erie Street Chicago, Illinois 60611 Tel: (312) 943-2300</p>
<p>League of Women Voters: Community Projects</p>	<p>The League of Women Voters will publicize the Forum among its 1,350 local chapters. It will encourage them to participate in the Community Leaders Workshop project, and lead community discussions on the Forum's topics, and to relate some of its study materials to various Forum topics.</p>	<p>Ms. Peggy Lampl Executive Director League of Women Voters 1730 M Street, N.W. Washington, D. C. 20036 Tel: (202) 296-1770</p>
<p>National Association of Counties: County Programs</p>	<p>The National Association of Counties will introduce the Forum to its constituency via a series of regional Bicentennial Workshops and will publicize the Forum in its publications to generate county Forum programs.</p>	<p>Ms. Florence Zeller National Association of Counties 1735 New York Avenue, N.W. Washington, D. C. 20006 Tel: (202) 985-9577</p>
<p>National Association of Educational Broadcasters: Media Programs</p>	<p>The NAEB will publicize the Forum in its general membership newsletter and in its April issue of <u>Public Programming</u>.</p>	<p>Ms. Eva Archer, Director Publications & Informational Services - NAEB 1346 Connecticut Avenue, N.W. Washington, D. C. 20036 Tel: (202) 785-1100</p>

5. NATIONAL ORGANIZATIONS: GENERAL FORUM PROGRAMS (Continued)

Sponsor and Project	Activity	Information/Materials
National Congress of Parents and Teachers: Involving the PTA Units	The National Congress of Parents and Teachers will advise its 35,000 local units of the opportunity to participate in the Forum in <u>PTA Today</u> , and is considering addressing its annual conference to one of the Forum topics.	Dr. Robert Crum Managing Director National Congress of Parents and Teachers Association 700 North Rush Street Chicago, Illinois 60611 Tel: (312) SU7-0977
National Conference on Social Welfare: Annual Forum	The National Conference on Social Welfare will use the Forum topics and Forum materials to plan its 103rd Annual Forum. Some two hundred work sessions will be scheduled, many of which will address American Issues Forum topics.	Ms. Margaret E. Berry Executive Director National Conference on Social Welfare 22 West Gay Street Columbus, Ohio Tel: (614) 221-4469
National Education Association: (NEA): State and Local Educational Programs	The National Education Association will highlight the American Issues Forum in its publications, carry notices about the topics to be discussed, and inform its network of state and local chapters of the Forum and ways by which they can participate.	Ms. Janice M. Colbert Bicentennial Coordinator National Education Association 1201 16th Street, N.W. Washington, D. C. 20036 Tel: (202) 833-4000
National Institute of Senior Centers: Local Center Projects	The National Institute of Senior Centers plans to publicize the Forum in its newsletter and encourage Senior Center Directors around the country to include Forum projects as a major Center activity for the life of the Forum.	Mrs. Joyce Leanse, Director National Institute of Senior Centers 1828 L Street, N.W. Washington, D. C. 20036 Tel: (202) 223-6250

5. NATIONAL ORGANIZATIONS: GENERAL FORUM PROGRAMS (Continued)

Sponsor and Project	Activity	Information/Materials
Speech Communication Association; Bicentennial Archives of Spoken Communication	The SCA is planning a sound recording archive as a retrospective vehicle for the American Issues Forum. Organization of the material in the archive will follow the nine monthly Forum topics. Private sector funding being sought.	Dr. William Work Executive Director Speech Communication Association Statler Hilton Hotel New York, New York 10001 Tel: (212) 736-6625
Toastmasters International: Speakers Bureaus	Toastmasters International will present one American Issues Forum topic each month in its publication, <u>The Toastmaster</u> , to enable its membership to develop American Issues Forum speeches for Toastmasters Clubs and Speakers Bureaus as well as local Bicentennial speakers bureaus.	Mr. Bruce Anderson Toastmasters International 2200 North Grant Santa Ana, Calif. 92701 Tel: (714) 542-6793
U. S. Conference of Mayors: City Programs	The U.S. Conference of Mayors will publicize the Forum in its newsletter, <u>Bicentennial Cities</u> and will introduce the Forum to its constituency at a series of regional Bicentennial Workshops.	Mr. Michael DiNunzio U.S. Conference of Mayors 1620 Eye Street, N.W. Washington, D. C. 20006 Tel: (202) 293-7853
6. <u>INTERNATIONAL PARTICIPATION</u> U.S. Information Agency (USIA):	USIA will <u>distribute the Forum brochures</u> abroad in U.S. embassies, and will send many of the materials, including video tapes, reading lists, and special discussion guides, to its overseas offices so that foreign nationals and Americans living abroad can participate in the Forum.	Mr. Richard Wooten U.S. Information Agency 1776 Pennsylvania Ave., N.W. Washington, D. C. 20547 Tel: (202) 632-5215'

7. REGIONAL, STATE, AND COMMUNITY PROGRAMS

<u>Sponsor and Project</u>	<u>Activity</u>	<u>Information/Materials</u>
<p>State and Regional Bicentennial Commissions: Information Network</p>	<p>Fifty-five state and territorial Bicentennial Commissions, as well as the ten ARBA regional offices, will bring the Forum to the attention of their regions and states. Many of these agencies, in addition to being reference points for Forum activities, will stimulate and participate in Forum activities in their areas. For example, State Bicentennial Commissions in Illinois, North Dakota, South Dakota, Kentucky, Florida, Arizona, Ohio, Nebraska, Iowa, Washington, Utah, Montana, Georgia, and Rhode Island are well into planning state-wide Forum programs.</p>	<p>Your state, territorial, or regional Bicentennial Commission.</p>
<p>State Humanities Committees: Forum projects</p>	<p>State Humanities Committees will inform the public of the Forum through their newsletters and other publications, make the Forum film and literature available to community groups, and fund Forum projects that coincide with their respective themes and guidelines.</p>	<p>Your state Humanities Committee</p>

7. REGIONAL, STATE, AND COMMUNITY PROGRAMS (Continued)

Sponsor and Project	Activity	Information/Materials
The University of Denver: Regional American Issues Forum Program	The University of Denver will coordinate the Forum program regionally in the six-state area of Colorado, Montana, North Dakota, South Dakota, Utah and Wyoming. Through a Board of Directors and state coordinators drawn from the six states, the University of Denver will provide information and support materials for the Forum.	Dr. Robert E. Roeder Office of the Dean University of Denver Denver, Colorado 80210 Tel: (303) 753-2938
The University of South Dakota: Forum Regional Teaching Guide (grades 4-9)	The Educational Research and Service Center, University of South Dakota, has developed a regional teaching guide coordinated with the Forum topics, entitled "101 Things To Do For Your Bicentennial: A Teaching Guide for the Cultural History and Geography of the Western Frontier and Upper Missouri." The guide is available for purchase by schools, libraries, and community groups.	Dr. Bruce G. Milne, Director Educational Research and Service Center University of South Dakota Vermillion, So. Dakota 57069 Tel: (605) 677-5451
Adult Education Association: Community Leaders Workshops	The Adult Education Association, in order to mobilize community leadership support for the Forum, is initiating one-day Community Leaders Workshops throught the country. Each Workshop brings together 10-12 leaders of the local community (including church, labor, business, service clubs, library, civic, etc., representatives), introduces them to the Forum, and encourages them through their individual organizations or cooperatively to develop Forum programs in their communities.	Mr. Charles Wood Executive Director Adult Education Association of the U.S.A. 810 18th Street, N.W. Washington, D.C. 20006 Tel: (202) 347-9574 or Mr. John Nachtrieb Community Workshops Project

7. REGIONAL, STATE, AND COMMUNITY PROGRAMS (Continued)

Sponsor and Project	Activity	Information/Materials
Project Forward '76: Religious Organizations	Project Forward '76, the Bicentennial group of the Interchurch Center (New York), is bringing the Forum to the attention of America's religious groups. Project Forward will promote the Forum through the religious media and will provide a leader's guide for religious organizations, churches, and synagogues, developing American Issues Forum discussion and study groups.	Mr. Charles Brackbill Project Forward '76 Suite 1676 Riverside Drive New York, New York 10027 Tel: (212) 870-2233
American Issues Forum Cities Committees: Great Issues in the Cities	AIF Cities Program: The Endowment is sponsoring a series of urban programs related to the Forum topics in five metropolitan areas. Forum committees have been designated in each city, and will conduct coordinated city-wide Forum programs utilizing media, existing continuing education programs, supporting materials, and local discussion formats in their program activities.	<p><u>San Francisco:</u> Dr. J.S. Holliday Director, California Historical Society 2090 Jackson Street San Francisco, Calif. 94112</p> <p><u>Denver:</u> Dr. Robert Wright, Dean School of Urban Affairs Metropolitan State College Denver, Colorado 80204 (Leonard Davies, Co-Chairman)</p> <p><u>San Antonio:</u> Mr. Claud Stanush P.O. Box 897 San Antonio, Texas 78293</p> <p><u>Chicago:</u> Dr. Stanley Katz The Law School University of Chicago Chicago, Illinois 60637</p>

7. REGIONAL, STATE, AND COMMUNITY PROGRAMS (Cont'd.)

Sponsor and Project	Activity	Information/Materials
<p>American Issues Forum Cities Committees: Great Issues in the Cities (cont'd.)</p>		<p>St. Louis: Division of Public Programs Program Development National Endowment for the Humanities Washington, D. C. 20506</p>
<p>Bicentennial Communities: City and Town Programs</p>	<p>Many "Bicentennial Communities" have adopted the Forum. For example, Bicentennial Committees in North Castle, New York; York, Pennsylvania; Fort Worth, Texas; Evansville, Indiana; New Haven, Connecticut; Sacramento, California; Tulsa, Oklahoma; Dade County, Florida, to name only a few, have endorsed the Forum and are developing community programs under the Forum topics. Many have held community-wide assemblies to plan their participation in the Forum.</p>	<p>Chairman, Bicentennial Committee (City/Town)</p>
<p>University and Colleges: Statewide, Regional and Community Programs</p>	<p>In many states, universities and colleges in addition to integrating the Forum topics into their courses of study, have become focal points for developing Forum programs such as lecture series, interdisciplinary credit and non-credit courses based upon the Forum topics, speakers bureaus, and town meetings. In effect, many campuses are serving as resource centers for the wide range of activities occurring in their areas: For example: a. The University of Utah and Brigham Young University, have joined to develop a series of 36 television programs to be aired in coordination</p>	<p>Dr. Richard Kendall Office of the Dean Graduate School University of Utah Salt Lake City, Utah 84112 Tel: (801) 581-6925</p>

7. REGIONAL, STATE, AND COMMUNITY PROGRAMS (Cont'd.)

Sponsor and Project	Activity	Information/Materials
<p>University and Colleges: Statewide, Regional and Community programs (Cont'd.)</p>	<p>with the Courses By Newspaper weekly articles. This program will be available to institutions of higher learning throughout the state. Materials will be provided to statewide community groups for use in their Forum discussions.</p> <p>b. The University of Georgia, Center for Continuing Education has become the coordinating body for the Forum in Georgia. In addition to developing university Forum programs it will hold a statewide meeting in cooperation with the State Bicentennial Commission and the State Humanities Committee to introduce the Forum and assist community groups to plan their Forum programs.</p> <p>c. The University of Wisconsin, Oshkosh will develop weekly panel discussions for radio broadcasting as well as a wide variety of other Forum programs. Community groups throughout the northeast region of Wisconsin will be informed of the Forum and invited to participate in the University's Forum programs.</p> <p>d. Bergen, Community College, Paramus, New Jersey will develop a county-wide Forum program involving a wide range of community organizations in Forum activities.</p>	<p>Mr. Thomas Mahler, Director Ms. Margaret Holt Center for Continuing Education University of Georgia Athens, Georgia 30601 Tel: (404) 542-5481</p> <p>Dr. Kenneth Grieb University of Wisconsin Oshkosh, Wisconsin 54901 Tel: (414) 424-2458</p> <p>Ms. Lois Marshall Dean, Community Services Bergen Community College Paramus, New Jersey 07652 Tel: (201) 447-1500</p>

7. REGIONAL, STATE, AND COMMUNITY PROGRAMS (Continued)

Sponsor and Project	Activity	Information/Materials
<p>Citizen Involvement Network (CIN): "Community Issues Dialogue"</p>	<p>CIN's "Community Issues Dialogue" project will prepare a series of essays to stimulate community dialogue on current and future-oriented issues related to the Forum's monthly topics. The nine essays will consider possible alternatives for decision-making on such issues as crime, unemployment, land use, metropolitan government, health, discrimination, as well as such broader issues as America's growing interdependence with the rest of the world for food and energy. The essays will be distributed as pamphlets, given to national magazines for coordination, and used by local affiliates of various national organizations</p>	<p>Mr. Michael J. McManus Community Issues Dialogue Citizen Involvement Network 1211 Connecticut Ave., N.W. Washington, D. C. 20036 Tel: (202) 466-8720</p>
<p>Local Media: Forum Programs</p>	<p>Many local commercial and public television stations are developing Forum programs to compliment community Forum projects. For example, North Central Texas Area League of Women Voters, in cooperation with KTVT, Channel 11, Fort Worth, Texas will devote one program each month to the Forum designed as a spring board for community discussions. WQLN-TV Public Broadcasting, Erie, Pa. will broadcast a 60 minute film on land use during October to coincide with that month's Forum topic.</p>	<p>Ms. Mary Harding League of Women Voters Tarrant County Fort Worth, Texas Tel: (817) 336-1333</p> <p>Mr. Gerald Vogt Producer, WQLN Public Broadcasting of Northwest Pa., Inc. 8475 Peach Street Erie, Pa. 16509 Tel: 868-4654</p>



American Issues Forum

Our 200 Years: Tradition and Renewal

**A National
Bicentennial Program**



**Summary Calendar
and Film Discussion Guide**

American Issues Forum

This nine-month calendar has been designed to help Americans explore our nation's 200 years through issues that continue to excite debate among us. It surveys our people and our land, our rights and our govern-

ment. It examines the way we work, do business, and deal with the rest of the world. It looks at institutions and ideas that shape us and our way of life. Its aim is that the nation pause for a few moments during the

Bicentennial year and try to comprehend what it is that we have wrought on this continent with our impossible dreams and our impulsive, insistent energy; that we try to see what moved us and where it is that we are

heading. All over America, people will be discussing these issues together... month by month... week by week... in television programs... on radio and in the press... in schools, churches, synagogues

and libraries... in labor unions and service clubs, communities and neighborhoods... even in family groups. Americans discussing America in a unique, nationwide dialogue for the Bicentennial year.



"A Nation of Nations"

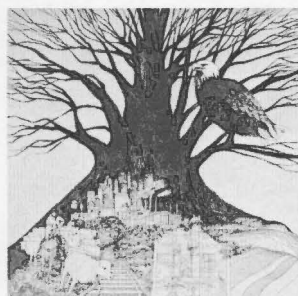
August 31 through September 27, 1975

August 31/September 6:
The Founding Peoples
September 7/13:
Two Centuries of Immigrants
September 14/20:
Out of Many, One
September 21/27:
We Pledge Allegiance...

"We, the people..." These familiar words begin our Constitution. For America is a people—a group of peoples really. "Here is not merely a nation," as Walt Whitman put it, "but a teeming nation of nations." Most nations are organized around a single people; but America is based on a dream of freedom and well-being that was embraced by men and

women of many tongues and traditions. Where did they come from? What led them to these shores? Courage or fear? Free choice or coercion? Hope or despair? What sort of people were they, to be able to overcome hardship and create a new nation? What kept them together, despite their differences, through revolution and

Civil War, Depression and World Wars? What keeps us together now? My neighbors—what makes them different from me, yet similar to me? Are our differences fading as the memory of other lands and other traditions fades? What do I mean when I call myself "an American?" What do I want out of being an American?



The Land of Plenty

September 28 through October 25, 1975

September 28/October 4:
A Shrinking Frontier?
October 5/11:
The Sprawling City
October 12/18:
Use and Abuse in the Land of Plenty
October 19/25:
Who Owns the Land?

America is also a place—a land to be settled, owned, rented, mined, seeded, plowed under, asphalted over, built upon, played on, lived in. Beginning with thin silvers of civilization along the coasts, it now spans a continent, embraces an archipelago in the mid-Pacific,

reaches into the Arctic Circle, thrusts into the Caribbean. Our wealth as a nation derives from the land, our use of it has given us the world's most productive system of agriculture and industry. How have we shaped this land and how has it shaped us? What explains our regional

cultures, the growth of our cities and suburbs? Have we used the land well or wastefully? Of course we must use the land for cities and suburbs, to sustain life and make it worth living. To what extent can we have the best both of growth and harmony with nature? Who decides... who really owns the land?



"Certain Unalienable Rights"

October 26 through November 22, 1975

October 26/November 1:
Freedom of Speech, Assembly, and Religion
November 2/8:
Freedom of the Press
November 9/15:
Freedom from Search and Seizure

November 16/22:
Equal Protection Under the Law

Now why did these people, in this land, seek independence to begin with? This month we shall be concerned with the freedoms that the new Republic guaranteed to its citizens and which affect our everyday lives as Americans. Or are supposed

to! "We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable rights..." So read the Declaration of Independence. Yet all through our history, it has proved harder than it might seem to define and defend these rights. Some of our most fundamental freedoms were not initially

written into the Constitution, and even today, the exercise of our basic freedoms is a matter of debate, regularly contested in our courts. Are our ideals diluted in practice? Are some of us more equal than others? If liberty and duty, rights and responsibilities go hand in hand, how unfettered can freedom be?



"A More Perfect Union"

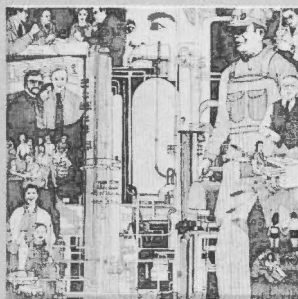
November 23 through December 20, 1975

November 23/29:
"In Congress Assembled...":
A Representative Legislature
November 30/December 6:
A President: An Elected Executive
December 7/13:
"The Government": The Growth of Bureaucracy
December 14/20:
"By Consent of the States..."

America, too, is a political life—rare, risky, even fragile: a democracy, where every citizen has an equal voice in the affairs of the country. What is unique about our form of democracy? Our Constitution called for "a more perfect Union" among the newly independent states, instituting a "federalism" which

combined the advantages of liberty and stability. "Power checks power," was the maxim the Founders followed, crafting a delicate balance among the executive, legislative, and judicial branches. How well has it worked? How about our theory of judicial review of the Constitution? Our political sys-

tem? Now that everybody has a vote, how much does the vote of a single individual matter? The Constitution calls for a "representative government" with power vested in the people, who delegate this power to elected officials. If their performance does not please the people, what can they do?



Working in America

January 11 through February 7, 1976

January 11/17:
The American Work Ethic
January 18/24:
Organization of the Labor Force
January 25/31:
The Welfare State: Providing a Livelihood
February 1/7:
Enjoying the Fruits of Labor

America is a workplace. To settle an untamed land, to push its borders across a continent, to build cities and factories and farms where there had been only wilderness, to establish the most prosperous nation in the world—all that took incredibly hard work. What is the American "work ethic?"

Opportunity drew millions to America, who saw hard work as the way to success. Yet increasingly, our aim has been to gain more productivity for less and less toil. At the beginning of the Republic, Americans were closely tied to the end result of their work, but today, we often do not even see the end result. Do we take less

pride in our work because of this? Are we still concerned with what we do, or how well we do it? How have we divided up the fruits of labor? What do we do when we're not working? What becomes of us when we are unable to work? Or when we retire? How have we tried to make possible a life which is both productive and leisured?



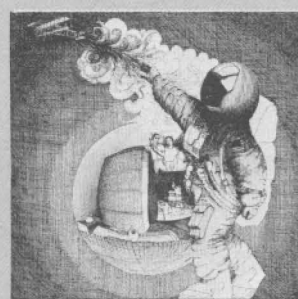
"The Business of America..." February 8 through March 6, 1976

February 8/14:
Private Enterprise in the Marketplace
February 15/21:
Empire Building: Cornering the Market
February 22/28:
Subsidizing and Regulating: Controlling the Economy
February 29/March 6:
Selling the Consumer

America is also a marketplace. The American Revolution gave us economic as well as political independence. Shrewd and ambitious entrepreneurs were able to transform the energies and resources of the new nation into the greatest wonder of the economic world. Americans seem to have a gift for business, a genius for marrying

technology and marketing. The American free enterprise system—organizing production so that the energies of the ambitious are channeled into a "profit" that serves the community as a whole—has often been seen as a progressive and modernizing force. What are our stereotypes about business? Does commercialism

distort our values? How have business and trade affected our attitudes towards freedom and democracy, our philosophy of government, the way we live? Is government regulation of business necessary? Is it true, as Calvin Coolidge put it half a century ago, that "the business of America is business?"



America in the World

March 7 through April 3, 1976

March 7/13:
The American "Dream" Among Nations
March 14/20:
The Economic Dimension
March 21/27:
A Power in the World
March 28/April 3:
A Nation Among Nations

The conduct of foreign affairs presents contrasts as dramatic as any in our national experience. When Washington led the Continental Army, and when he became President, the United States was struggling to establish its independence in the face of larger Great Powers. Now, the United States has itself become a Great Power with far-flung economic and

military activities. Yet the main questions about American foreign policy remain unchanged: our posture in foreign affairs, and the proper mix of the military, the humanitarian, the economic, and the diplomatic elements. Born of a war for independence, we were long disposed toward self-sufficiency and isolationism. Today, dedicated to the goal of

freedom for all, we have a powerful sense of mission to other peoples; and, as a land of immense natural resources and wealth, our power is felt in almost every corner of the world. Rapid communication has reduced the size of the world. Has it also reduced our sovereignty? How well have we used our power? When and how have we abused it?



“A More Perfect Union”

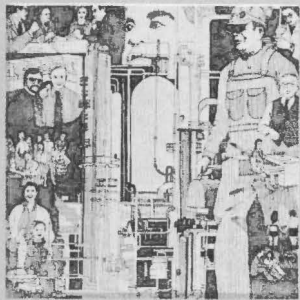
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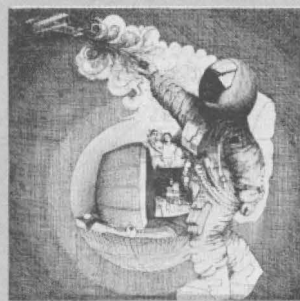
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Growing Up in America

April 4 through May 1, 1976

April 4/10:
The American Family
April 11/17:
Education for Work and for Life
April 18/24:
“In God We Trust”
April 25/May 1:
A Sense of Belonging

A unique mixing of peoples and religions, a virgin land, lofty ideals, a new republican form of government—these gave promise that a new kind of individual, the American, would emerge to work and trade and take a place in the world. Certain social forces and institutions molded our society and our people. We shall look at

these forces this month and ask what sort of person they created. Is there an “American character?” What part have our families, our schools, our churches, and our communities—now in the midst of tremendous change—played over the years in developing that character? Will the American character, whatever it may be,

also change tremendously? Is the American—optimistic, convinced that just about anything is possible—changing, as vistas narrow and frontiers close down? What is it that keeps us moving all the time: a restless search for new frontiers, a hunger for challenge? Where have we, as Americans, planted our deep moral roots?



Life, Liberty, and the Pursuit of Happiness May 2 through May 29, 1976

May 2/8:
The Rugged Individualist
May 9/15:
The Dream of Success
May 16/22:
The Pursuit of Pleasure
May 23/29:
The Fruits of Wisdom

The American Dream! Archibald MacLeish said, “America is promises.” And its promises have always motivated us—self-fulfillment, freedom and independence, a decent living. The promise of pleasure, of a life satisfying beyond mere drudgery, of being new, young, in the forefront of an adventure, on top of things. The “unalien-

able rights” of “life, liberty and the pursuit of happiness.” These dreams, these purposes brought millions to America’s shores, and inspired newcomers to expand the country’s industry, its trade, its borders, its wealth, its influence. Individualism, success, happiness, involvement: are these worth-

while goals? Or are they too self-centered, too trivial, too little concerned with the real problems of mankind? Are they only promises, goals only rarely attained? Taken together, do they comprise a kind of American profile, a national characteristic . . . or a caricature? Is the dream still valid? Or was it never real?

A Film Documentary on

The American Issues Forum



This twenty-minute, color motion picture documents the origins... development... and implementation of the American Issues Forum as a national program for our Bicentennial

The film opens with a graphic cavalcade of United States history that capsules two hundred years of war and peace... trials and triumphs... including Valley Forge... Yorktown... the War of 1812... the Great Gold Rush... the Civil War... the Industrial Revolution... World War I... the Great Depression... Pearl Harbor... World War II... the Atomic Age... the civil rights movement... the Korean and Vietnam Wars... and man's first "walk on the moon"... the people... places... events... that underscore the words of Patrick Henry:

"I know of no way of judging the future but by the past."

Next, Walter Cronkite appears on camera to explain his concept, put forth in late 1973, for a national dialogue during America's Bicentennial through which all citizens could discuss... week-by-week... fundamental issues that embodied our past and could determine our future.

The National Endowment for the Humanities took up the "Cronkite idea" and Dr. Ronald Berman, Chairman, explains for viewers the preliminary steps in transforming the concept into a reality.

Dr. Berman discusses the establishment of a National Planning Group to develop a suggested calendar of topics and ways in which it could be presented to the American people.

Three members of the Planning Group... Joan Ganz Cooney, President, Children's Television Workshop... James Hoge, Editor, *Chicago Sun-Times*... and Gus Tyler, Assis-

tant President, International Ladies Garment Workers Union... contribute their first-hand impressions on how the basic issues were chosen.

The calendar of topics, as finally defined and refined, reflected issues... past... present... future... which Americans could discuss, simultaneously, each in his or her own way, during the months from September, 1975, through May, 1976. There would be nine major monthly topics and thirty-six weekly sub-topics.

Robert Kingston, Deputy Chairman of the Endowment, appears on film to point out that the calendar of topics was planned to coincide with the normal schedule of activities for schools and colleges... television networks... and people at work.

Next, each of the nine monthly topics is illustrated... in depth and detail... to provide viewers with a graphic insight into the significance of each issue in historical and contemporary terms.

The documentary then focuses on various examples of programs in the American Issues Forum designed to gain the broadest possible involvement by the American people.

Among the activities are national television... weekly articles and supplementary materials related to Forum topics in "Courses By Newspaper"... Bicentennial youth debates on Forum issues... reading lists developed by the American Library Association for adults and young readers... workshops organized by the Adult Education Association to introduce community leaders to the Forum... support by the Executive Council of the AFL-CIO... and corporate involvement by the Exxon Corporation in

producing a special insert, containing the Forum calendar, for leading national magazines in August, 1975.

Also appearing on camera to support the American Issues Forum are Mayor Joseph Alioto of San Francisco and John W. Warner, Administrator of the American Revolution Bicentennial Administration.

The film concludes with a statement by President Gerald Ford at ceremonies in Philadelphia marking the 200th anniversary of the convening of the First Continental Congress.

"Let us all, during the coming months, study carefully the character, study the qualities of the men who founded this nation. Let us try to grasp the stuff that was inside of each of them and all of them collectively. And then, let us release, if we can, the same spirit within ourselves. We have the same capacity for unity, discipline and sacrifice. Let us show the world that the character and quality of the American people has not changed in two hundred years."

The American Issues Forum is a program developed for the nation's Bicentennial under the auspices of **The National Endowment for the Humanities** and with the co-sponsorship of the **American Revolution Bicentennial Administration**.

Color prints of this film on **The American Issues Forum** may be purchased at a cost of \$275.00 each. One hundred "Discussion Guides" are included with each print. Write or phone: Cloyd Aarseth, Producer, or Martin Kendrick, Director, **The Screen News Digest**, 235 East 45th Street, New York, New York 10017. (212) 682-7690.

The American Issues Forum is Your Program... About You... Your Community... Your Country... Your Future.

- Watch your television and radio listings for previewing of Forum programs.
- Look for the "Courses By Newspaper," syndicated Forum columns, and other features in your local newspapers.
- Join in local discussion groups on Forum topics at your church, library, union local, service club, company, civic association, or community center.
- Follow educational programs on the Forum running in your school and in the extension division of your local college or university.
- Check your local library, your State or City Bicentennial Commission, or your State Humanities Committee for news of Forum programs.

**Make the Forum Speak to Your Interests...
Your Concerns... About America.**

A Film Presentation of
The Screen News Digest
Cloyd G. Aarseth, Producer
235 East 45th Street
New York, New York 10017
(212) 682-7690

