
Gerald R. Ford Foundation *Newsletter*



Summer 1983

Secchia and Towsley to Lead Fund Drive

In a letter appearing on page two, Chairman Bob Griffin announced a drive to raise \$2 million in revenues to assure the permanency and continuity of Foundation activities. Peter Secchia and Dr. Harry Towsley, co-chairpersons of the Endowment and Development Committee, have agreed to direct the effort to raise these new funds during the current solicitation.

Income from the Ford Foundation will sponsor those library and museum programs not generally supported by government appropriations. While Federal operating funds pay most staff salaries and maintain both buildings, public programs and special events usually must rely on private funding. *"An adequate endowment income will help sustain the wide-ranging activities President Ford envisioned for the Library and Museum,"* Towsley said recently.

Within the past year the Ford Library and Museum sponsored or cosponsored three major conferences as well as forums, lectures, film presentations, school workshops, and a research grants program. Director Don Wilson has offered the assessment that *"without Foundation aid the Library and Museum would have to accept a much diminished role in public affairs and community relations."*

Donors to the fund drive have the opportunity to direct their contributions to one or more of five categories: general support, research grants, conferences, publications, and oral history. Contributions may be paid in any convenient manner over a 36 month period — four tax years. Pledge cards are available from Don Wilson, Director, Gerald R. Ford Library, 1000 Beal Avenue, Ann Arbor, Michigan 48109.



Peter Secchia

Won't You Join Us?

Sometime this fall you should receive a letter that asks, *"Won't you join us?"* This appeal from Trustee Peter Secchia is, in fact, an invitation to join the newly established Friends of the Gerald R. Ford Library and Museum. Peter Secchia, as chairman of the Friends, is contacting everyone who receives the Newsletter. A brochure about the program and membership form also are being sent.

During a recent interview Chairman Secchia remarked that *"those presidential libraries sustained by a 'friends' group were unstinting in praise of their 'friends' for helping maintain program commitment and vitality."* Referring to past inquiries about creating a similar Ford group, Secchia disclosed that many donors to the construction fund were eager to preserve their association with the Ford Library and Museum. *"Becoming a 'friend', it seems to me, is a most appropriate means of continuing that collaboration."* Unquestionably Secchia is thinking

about a nationwide network. *"While Michigan's representation on any roster of Ford 'friends' will be quite large,"* he said, *"we expect to create an organization of national scope. After all, associates and admirers of President Ford are found the width and breadth of the country, not only in his home state."*

Several levels of membership support and involvement will be offered: contributing, sustaining, family and charter-life. Revenue will be directed toward those Library and Museum programs that deal with education and public affairs. Serving with Secchia are Senator Robert Dole of Kansas as honorary chairman and Dr. Harry Towsley, vice chairman. Dr. Towsley, who worked closely with Secchia during the development phase, believes a Ford participatory group *"will bring increased visibility as well as growth and quality to our public programs. And I am excited over the group's potential as a source of ideas and energy."*



Harry Towsley



Robert P. Griffin

A Message From the Chairman

Its articles of incorporation were filed in May 1981. However, for all practical purposes, the Foundation was born in Grand Rapids on September 18, 1981, when the Board of Trustees gathered for the first time, shortly after ceremonies dedicating the Gerald R. Ford Museum.

In other words, the Foundation soon will be two years old. And I believe we have plenty of reason to celebrate.

Created in response to an often expressed wish by President Ford, the Foundation already has done much to add life and meaning to the brick and mortar that stand as the Ford Library in Ann Arbor and the Ford Museum in Grand Rapids.

But the record to date represents only a sound beginning. We have much to do and a long way to go.

In the meantime, the Foundation's efforts continue to focus on educational programs, conferences, symposia, research grants, and special projects that improve citizen understanding of the challenges that confront government, particularly the presidency. In the long term, opportunities for the Foundation to be of service to the Nation are limitless.

Needless to say, such hopes and dreams cannot be realized without financial resources. For that reason, the Foundation is launching a fund drive to raise \$2 million.

Fall Exhibit About White House Photographers

The art and technique of White House photographers Abby Rowe, Yoichi Okamoto, Ollie Atkins, and David Kennerly will be the subject of a new Library exhibit, "Presidential Picture-Taking from Hoover to Ford."

Audiovisual archivist Richard Holzhausen, who is producing the exhibit, has selected approximately 80 images from the past 55 years to show how the photographer, trained in the new medium of photojournalism, has humanized and defined the man in the Oval Office. *"With the exception of Ford photographer Dave Kennerly, White House picture-takers are seldom celebrated or even noticed,"* Holzhausen reports, *"yet their work is often a crucial element in how the public perceives the president."*

Holzhausen has limited the exhibit to White House photographers only,

devoting particular attention to Rowe, Okamoto, Atkins, and Kennerly. A longtime employee of the National Park Service, Abby Rowe was called upon regularly to record the high points of the Roosevelt, Truman, and Eisenhower administrations. However, the White House was only a part-time assignment for Rowe. Yoichi Okamoto, hired by President Johnson, was the first to spend all his time at 1600 Pennsylvania Avenue. The second was the late Ollie Atkins who, from 1969 to 1974, shot thousands of rolls of film to produce a remarkable historical photo-documentary of the Nixon years. David Kennerly was Gerald Ford's first staff appointment. A Vietnam War photographer and Pulitzer Prize winner, Kennerly was easily the best known of the White



David Kennerly. Gerald Ford and friends around the White House pool, July 5, 1975.

Dr. Harry Towsley and Peter Secchia, both featured in this newsletter, are co-chairing the fund drive. Peter Secchia is leading a program to enlist grass roots support through a broad-based Friends organization. Dr. Towsley will be seeking special gifts.

Your contributions will provide the basis for an appropriate, lasting tribute to honor President Ford's lifelong commitment to public service. It's a cause worthy of your active, personal support.

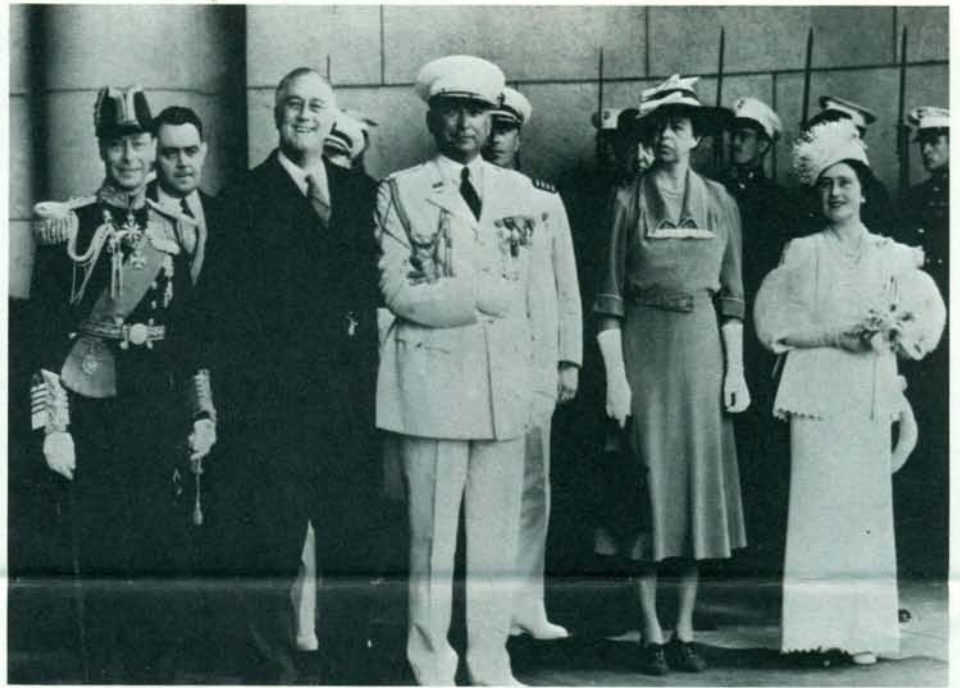
Robert P. Griffin
Chairman

House photographers and perhaps the most definite about his job.

"I'm not photographing the President for public relations purposes," he once told a reporter. "My whole purpose is to document truthfully whatever goes on during this presidency for history. I think what's most important after we're all dead and gone . . . is that these pictures will be there to be used by historians and students and anyone else who wants them. And that's why I want the pictures I take to be genuine."

Scheduled for late fall, "Presidential Picture-Taking" will be installed in the Library's reception gallery and open to the public without charge.

Photographer unknown. King George VI, Franklin D. Roosevelt, Edwin Watson, Eleanor Roosevelt, Queen Elizabeth at Washington's Union Station, June 8, 1939.



Abby Rowe. Mamie Eisenhower, Dwight Eisenhower, Elvira Dowd leaving for Augusta, Georgia, December 23, 1953.



Yoichi Okamoto. Lyndon Johnson, General William C. Westmoreland, Patrick Lyn Nugent at White House briefing, April 6, 1968.

President Ford Honors Volunteers

A May luncheon at the Amway Grand Plaza was the occasion for President Ford and staff members to tender their thanks to all volunteers serving in the Library and Museum. In his remarks of appreciation Mr. Ford noted that the Library and Museum were carrying out an ambitious, wide-ranging public program and doing so with the smallest staff in the presidential library system. Such extensive public activities would not be possible, he told the 25 volunteers present, without their community spirit and service as docents and aides. Don Wilson and Museum volunteer organizer Barbara McGregor also expressed gratitude to the group.

The Museum docent program, running from September to June, recently concluded its second year of operation. Intended exclusively for school groups, the tour program has found favor with many local schools in Kent County and other West Michigan communities. In addition to the tour, docents offer a special civics project, "How Our Laws Are Made," a visual demonstration of the lawmaking process developed by museum staff and the Grand Rapids Bar Auxiliary.

In the Library, volunteers welcome visitors, conduct tours, assist with conferences, and help archivists prepare manuscript collections for research use. Volunteers Isabelle Brauer, Ruth Amrine, Eugene Holtman and Ralph Silver have given tours to hundreds of Library visitors in the two years the volunteer program has been in existence. Gordon Kennedy, a retired mechanical engineer, averages 70 hours a month working with archivist Bill McNitt on manuscript processing projects.



President Ford makes a point at volunteer luncheon.

Acquisitions

James M. Cannon recently donated approximately 21 linear feet of papers most of which detail his activities as Assistant to the President for Domestic Affairs and executive director of the Domestic Council. Researchers will find substantive information on the federal budget, the question of statehood for Puerto Rico and the 1976 and 1977 State of the Union addresses. Files on Cannon's earlier service on the staff of Nelson Rockefeller were included in this gift as well.

The Bentley Library of the University of Michigan has transferred to the Ford Library on permanent loan the papers of Edward Hutchinson, Michigan congressman from 1963 to 1976. A member of the Judiciary Committee, Hutchinson's papers (173 linear feet) include material on the Ford and Rockefeller vice presidential nominations and the matter of the Richard Nixon impeachment inquiry.

Scholars Receive Grants for Library Research

Six scholars have been selected as the Spring 1983 recipients of grants-in-aid to study in the Ford Library.

The research program was established in 1982 with the assistance of the Earhart Foundation of Ann Arbor to help students, faculty members, and writers use the Library's resources by providing support for travel and living expenses.

Grant recipients and their topics are: Edward Schapsmeier, Illinois State University, and Frederick Schapsmeier, University of Wisconsin — Oshkosh, "A Biography of Gerald Ford"; Rhodri Jeffreys-Jones, University of Edinburgh, "A History of the C.I.A."; John Sloan, University of Houston, "The President as Economic Manager: The Contrasting Styles of Lyndon Johnson and Gerald Ford"; Matthew Kerbel, University of Michigan, "Media Access in the Ford Administration"; and Kenneth Davison, Heidelberg College, "A Biography of Gerald Ford."

The screening committee will meet again in early fall to review applications for grants.

President Ford greets Museum docent Jean Boyden as Library volunteers Eugene Holtman and Gordon Kennedy watch.

Coming Events

September 9

Celebration on the Grand

Mini-film series at the Museum
Concert in Bicentennial Park
Fireworks
Daylong activities, free.

September 9-11

Museum Straw Poll

An opportunity to vote on presidential candidates and national, state, and local issues.

September 11

Museum Free Day

Admission fee waived as part of Celebration on the Grand program.

September 22

Teacher In-Service Training

High school and middle school teachers in the Kent Intermediate School District will have an opportunity to participate in the Museum's "How Our Laws are Made" tour. 7:00-8:30 p.m. Limited enrollment, advance registration required.

November

Temporary Exhibits

"America's First Ladies" (Museum)
"Presidential Picture-Taking: Hoover to Ford" (Library)

Two Elected to Board of Directors

At the Foundation's annual meeting, Sarah Goddard Power and James M. Paxson were elected to the Board of Trustees. A resident of Ann Arbor and regent of the University of Michigan, Sarah Goddard Power was a deputy assistant secretary of state in the Carter administration.

James M. Paxson is president and principal stockholder of Standard Chemical, manufacturer of livestock feed supplements. Paxson purchased the Ford birthsite in 1974 and oversaw its conversion into an award-winning neighborhood park.



Briefly Noted

The Ford Museum was selected to receive the Governor's Embassy of Michigan Award, one of five institutions so honored this year. Governor James Blanchard, in presenting the award to Curator Will Jones, noted that the Ford Museum has made "*out-standing and significant contributions to Michigan's tourist industry.*"

During the spring, members of the Herbert Hoover Association were in Grand Rapids to tour the Museum and learn about the Museum's school activities program. The Association is eager to initiate similar programs in cooperation with the Herbert Hoover Library.

Senator Robert Dole was a visitor to the Museum on May 8.

The Grand Rapids Art Museum and the Ford Museum cohosted a reception on May 18 to introduce the program, "Smithsonian Events in Michigan." Two Smithsonian events were held at the Museum on May 23: "Telling Lives: The Biographer's Art" and "Of Myths and Men: The American Presidency."

Correction

Our Spring 1983 newsletter failed to credit Mr. Greg Ver Veer of the Kent Intermediate School District for the photograph of Close-Up students in the Ford Museum.

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Ford Birthplace Now Omaha Park

Gerald Ford's birthplace in Omaha, Nebraska, was a turreted, gabled Victorian mansion, complete with third floor ballroom. Regrettably, the fifteen room house, built in 1893, was leveled by fire in 1971. Three years later, local businessman and philanthropist James Paxson purchased the land, then set about turning the vacant lot into a park. After the park was dedicated in 1980 Paxson deeded the property to the city. *"I thought his birthsite should become public property,"* Paxson said. Today the popular multilevel garden park at 32nd and Woolworth includes extensive flower beds, a fountain centered in the colonnade, and a gazebo-like structure which contains a model of President Ford's first home. According to Clarence Shafer of the Omaha parks department, Ford Park is a popular place for weddings.



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