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11-28-1967

## National Foundation on the Arts and Humanities (1965-1967): Memorandum 01

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MEMORANDUM

NOVEMBER 28, 1967

Isabelle

I'll be glad

to see team - probably in Wash.

TO: SENATOR PELL ✓

FROM: ISABELLE

I have had a call from Trinity Square Repertory Co. re. the coming visit of Morison/Fliehr Associates to complete a survey they are doing. They shall be in Providence the week of December 4 and December 11, and would like to interview you at your convenience during that time. I already indicated that to the best of my knowledge you would probably not be in town during that period. If they can not see you here, they would like to know about seeing you in Washington.

I am attaching a copy of their questionnaire which I have pencilled in as I think you might answer, and an additional sheet with comments.

Rec'd NOV 29 1967  
Re Ans'd  
Ans'd

DRAFT ANSWERS TO QUESTIONNAIRE ON REPERTORY THEATER

THE PAST

1. Artistic success. From the little I have seen, I would say I have been quite impressed with the artistic quality of performances.

2. Value. Has brought good balance of traditional and contemporary theater to the community.

5. Value of Project Discovery.. As the "Father" of Arts and Humanities Foundation which originated program, you doubtless have your own ideas on the excellence of the idea. In addition to citing exposure of young people to live theater, you might mention coordinate efforts in teaching of drama at schools.

6. Quite satisfied as to concept.

8 C. Do not see how such a broad program can continue without governmental assistance of some sort.

14. A. School of Design Auditorium is adequate if scheduling can be coordinated.

B. Trinity Square Playhouse is obviously not adequate for substantially larger audiences. I can not envision the possibility of raising enough money to build a new theater, but would like to see one included in new Sports Arena, Civic Center. Do not think people are attracted because of physical theater, and I think it would be extremely difficult to undertake a successful \$2,000,000 capital funds drive.

IF YOUR OPINION does not fall into the alternatives suggested on the questionnaire, please feel free to write in your own opinion.

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THE PAST

1. From what you have observed, check at right how artistically successful you think Trinity Square has been as a theatre.

Very successful  
 Fairly successful  
 Not successful  
 Not sure

Please explain your answer.

- 
2. How valuable do you think Trinity Square has been to the Rhode Island community area?

Very valuable  
 Modest value  
 Not valuable  
 Not sure

Please explain your answer.

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THE FUTURE

Setting aside money problems for the moment, we would like you to look five to ten years ahead and rate programs in which Trinity Square Repertory Company might engage.

3. A -- Check how desirable you think it would be for Trinity Square to tour major New England Cities with a repertory of plays during several months of the season.

Very desirable  
 Possibly desirable  
 Not desirable

(Please continue in the same way for these ideas:)

- B -- Operating a major professional school for actors in conjunction with the theatre company.

Very desirable  
 Possibly desirable  
 Not desirable

- C -- Touring other Rhode Island communities with a repertory of plays during part of each season.

Very desirable  
 Possibly desirable  
 Not desirable

- D -- Continuing a program of performances for all Rhode Island high school students.

Very desirable  
 Possibly desirable  
 Not desirable

- |  |   |
|--|---|
| E -- Operating a children's theatre with professional productions produced for young audiences.  | <input checked="" type="checkbox"/> Very desirable<br><input type="checkbox"/> Possibly desirable<br><input type="checkbox"/> Not desirable |
| F -- Producing a season of six or seven contemporary plays for general, adult audiences only.  | <input checked="" type="checkbox"/> Very desirable<br><input type="checkbox"/> Possibly desirable<br><input type="checkbox"/> Not desirable |
| G -- Operating an exchange program with several other resident professional theatres in the USA whereby Trinity Square might spend four months of each year in Milwaukee, Cincinnati and Seattle, for instance, while those companies played a few weeks in Rhode Island | <input checked="" type="checkbox"/> Very desirable<br><input type="checkbox"/> Possibly desirable<br><input type="checkbox"/> Not desirable |
| H -- Operating two separate theatres: one for a repertory of established, classical and contemporary plays, the other for experimental production of new plays.  | <input checked="" type="checkbox"/> Very desirable<br><input type="checkbox"/> Possibly desirable<br><input type="checkbox"/> Not desirable |
| I -- Performing several months of each year in New York offering both new plays and new productions of established plays.  | <input checked="" type="checkbox"/> Very desirable<br><input type="checkbox"/> Possibly desirable<br><input type="checkbox"/> Not desirable |
| J -- Operating a theatre school for children   | <input checked="" type="checkbox"/> Very desirable<br><input type="checkbox"/> Possibly desirable<br><input type="checkbox"/> Not desirable |

4. Having rated the above ideas individually, please check which THREE programs you would consider most important to the future of Trinity Square.

	FIRST CHOICE	SECOND CHOICE	THIRD CHOICE
A. New England Tour	___ A	___ A	___ A
B. Adult actors school	<u>①</u> B	___ B	<del>___ B</del>
C. Rhode Island tour	___ C	<u>②</u> C	___ C
D. Continuing high school performances	<del>___ D</del>	___ D	<u>③</u> D
E. Children's theatre	___ E	___ E	___ E
F. Contemporary plays for adults	___ F	___ F	___ F
G. USA exchange program	___ G	___ G	___ G
H. Operating two separate theatres	___ H	___ H	___ H
I. New York performances	___ I	___ I	___ I
J. Theatre school for children	___ J	___ J	___ J

PROJECT DISCOVERY

Trinity Square is now in its second season of Project Discovery, in which every high school student in Rhode Island sees three plays each year through grants from the National Foundation for the Arts and the U.S. Office of Education.

5. Disregarding the economics of the program and the source of funds, and considering only the educational aspects of it, from what you know of the program and the comments you have heard, do you think the concept of Project Discovery is (check one):

Excellent  Good  Valuable with changes  Not valuable

Please give reasons for your opinion.

*It has given a brand new dimension of knowledge and ~~experience~~ <sup>artistic</sup> experience to the vast majority of Rhode Island youngsters.*

6. How do you think Project Discovery might be changed to make it more valuable, either for the students or for the theatre, if at all?

*Keep greatest possible emphasis on excellence and on choice of plays with a broad base of audience appeal.*

7. A -- The federal subsidy for Project Discovery will probably be reduced or eliminated in a year or less. However, suppose it were possible for federal grants to continue indefinitely for Project Discovery. Do you think such a subsidy would be desirable or not desirable?

Desirable  Not desirable  Not sure

Please explain.

*It could result in a foundering of the whole project which means so much to our state.*

B -- Check at right how you feel about Federal support of the arts in general.

- Strongly approve
- Mildly approve
- Mildly disapprove
- Strongly disapprove

C -- How do you feel about state government support of the arts?

- Strongly approve
- Mildly approve
- Mildly disapprove
- Strongly disapprove

8. A -- Suppose the only way to continue Project Discovery would be through the appropriation of Rhode Island State funds. Which of the three alternatives listed at the right do you think would be most desirable?

- Appropriate State funds to continue program at the state level.
- Reduce program substantially and finance it with State funds.
- Abandon Project Discovery

B -- Do you believe that there is a practical possibility that the State legislature might appropriate some funds for Project Discovery in the next few years?

Yes \_\_\_\_\_ No  Don't know \_\_\_\_\_

C -- What do you think might be other possible sources of funds beside state support for the continuance of Project Discovery if federal funds were withdrawn or substantially reduced?

7

9. If Trinity Square were to operate on box office income alone without federal or state support, what do you think would be the most likely prospect?

- Profit
- Break even
- Lose money *or*
- Bankruptcy

10. If it were necessary to raise money to cover an annual deficit, what do you feel is the maximum amount that could be raised each year in Rhode Island for Trinity Square?

- About \$10,000 a year *or*
- \$25,000
- \$50,000
- \$75,000
- \$100,000
- \$125,000
- \$200,000 or more

11. A -- In the past few years, have you been actively associated with any other cultural or artistic institutions in Rhode Island?

Yes  No

B -- Please check which of the following organizations you have worked with in the past five years:

- Rhode Island Fine Arts Council
- Rhode Island Philharmonic
- The Rhode Island School of Design Museum
- The Rhode Island Arts Festival
- The Rhode Island Civic Chorale and Orchestra
- The Providence Art Club
- The American Festival Ballet
- The State Ballet of Rhode Island
- Others (please list) *Natl Council on Arts & Humanities*

C -- Have you read "The Performing Arts: The Economic Dilemma", a Twentieth Century Fund report by Baumol and Bowen?

Yes  No  *have perused it*

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12. Is there anything about Rhode Island or its population which would lead you to think that Trinity Square could NOT double or triple its audience of last season in the next few years? *NI*

*NO*

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13. In your opinion, what are the major problems to be faced in developing a bigger audience for the Trinity Square Company?

*publicity and  
leadership example - leadership  
of government, business and labor.*



14. A -- For two seasons, Trinity Square has used the Rhode Island School of Design auditorium, the Trinity Square Playhouse, and other dispersed space. If Project Discovery is continued, how adequate do you think these facilities would be?

*Disastable - should be improved.*

B -- How adequate do you think the above facilities would be in terms of developing substantially larger adult audiences?

*Very difficult*

C -- How necessary do you think it is to build a brand new theatre for Trinity Square?

*Very desirable*

D -- If a new, modern theatre were constructed, how much do you think it would contribute toward helping Trinity Square attract new and larger audiences?

*A great deal*

E -- If an adequate theatre for Rhode Island cost \$2,000,000, how difficult do you believe it would be to raise that amount of money in Rhode Island over the next three years, for building purposes?

- Fairly easy to raise
- Very difficult to do
- Could be done with work
- Can't be done

Please explain your answer.

We would very much appreciate your completing this questionnaire and returning it in the enclosed self-addressed stamped envelope prior to November 20, 1967. It will help us enormously in planning and carrying out our study for Trinity Square Repertory Company. Thank you.

IF YOU WISH:

Name

*C. PELL*

Address

*US Senate*

City

State

*DC*

Zip