

THOMAS J. DEEGAN COMPANY, INC.

MEMORANDUM

TO Ted Van Dyk cc: Ted Clifton **DATE** March 15, 1967

FROM Jack Raymond

RE Scenarios

Herewith are copies of the two scenarios in their final form, the so-called long form (No. 1) for distribution in Europe as part of Dr. Schuman's promotion tour and the short version (No. 2) for servicing domestically. Each scenario, lasting a few minutes, will be filmed separately.

Attached also is a copy of a FOR THE PRESS which we are circulating today. It contains the basic information on where and when the filming is to take place.

I don't imagine that we will have a big turnout or big play in tomorrow's newspapers but I do expect to get still pictures placed in the days to come and to do reasonably well in placing the TV film on various stations in the time normally allocated to public service spots.

We already have been asked for live TV feed-ins direct from the studio to NBC and CBS.

As the press notice points out, the place is USIA's TV studio at 12th and Pennsylvania. I would guess the whole affair would take less than an hour, including the meeting with the press following the filming itself and allowing for some delay in getting started.

THOMAS J. DEEGAN COMPANY, INC.
802 RING BUILDING
WASHINGTON 6, D. C.

March 15, 1967

FOR THE PRESS

For additional information call:
Jack Raymond 965-2345

VICE PRESIDENT HUMPHREY AND WILLIAM SCHUMAN, OF LINCOLN CENTER
WILL BE AVAILABLE TO THE PRESS TO DISCUSS LINCOLN CENTER FESTIVAL '67

Vice President Humphrey and William Schuman, well-known composer and President of the Lincoln Center for The Performing Arts, New York City, will meet the press Thursday at 10:30 A.M. at the United States Information Agency Studio to discuss Lincoln Center Festival '67, a special season of performing arts at the Center with artists drawn from all over the world as well as the United States.

The Vice President and Dr. Schuman will tape two brief films for promotion of Festival '67. Newsmen, photographers and TV crews may be present during the film. There will be a news conference immediately following.

Dr. Schuman is scheduled to leave for Europe shortly on a tour to promote the Lincoln Center Festival '67.

The filming will take place at the U.S.I.A. studio, 12th Street and Pennsylvania Avenue, N.W., in the old Post Office building with the clock tower on top. Visitors may enter through the 12th Street side which leads directly to the TV studio reception area.

HUMPHREY - SCHUMAN SCENARIO

March 16, 1967

Following is the proposed scenario for the televised meeting of Vice President Hubert H. Humphrey and Dr. William J. Schuman, President of the Lincoln Center for the Performing Arts:

(Vice President Humphrey and Dr. Schuman will be sitting or standing together in front of the cameras with Dr. Schuman holding the original Festival poster, but in such a way that it is not immediately prominent before the cameras. An offstage announcer will say:

ANNOUNCER: WE TAKE YOU NOW TO WASHINGTON D.C. WHERE VICE PRESIDENT HUBERT HUMPHREY HAS INVITED DR. WILLIAM SCHUMAN, COMPOSER AND PRESIDENT OF THE LINCOLN CENTER FOR THE PERFORMING ARTS, TO VISIT WITH HIM PRIOR TO DR. SCHUMAN'S OFFICIAL VISIT TO EUROPE IN BEHALF OF LINCOLN CENTER FESTIVAL '67.

VICE PRESIDENT: DR. SCHUMAN . . . IT IS A PLEASURE FOR ME TO GREET YOU AND WISH YOU, THE PRESIDENT OF THAT GREAT CULTURAL COMPLEX IN NEW YORK AND AN EMINENT AMERICAN COMPOSER IN YOUR OWN RIGHT, A GOOD AND SUCCESSFUL VOYAGE.

DR. SCHUMAN: THANK YOU MR. VICE PRESIDENT. AS YOU KNOW, I AM GOING TO EUROPE TO TELL THE STORY OF LINCOLN CENTER FESTIVAL '67, WHICH IS THE FIRST MAJOR INTERNATIONAL FESTIVAL OF ALL THE PERFORMING ARTS EVER TO BE HELD IN THE

UNITED STATES. I AM ESPECIALLY DELIGHTED TO BE HERE WITH YOU NOT ONLY BECAUSE YOU ARE A FRIEND OF THE ARTS BUT BECAUSE YOU ARE ALSO THE CHAIRMAN OF THE PRESIDENT'S "DISCOVER AMERICA" PROGRAM. AS I TRAVEL THROUGH EUROPE, I WILL ASK THE PEOPLE EVERYWHERE TO COME HERE TO "DISCOVER AMERICA" THROUGH THE WORLD OF THE ARTS.

VICE PRESIDENT:

YOU HAVE MY BLESSINGS AND THE BLESSINGS OF THE PRESIDENT AND MRS. JOHNSON, BOTH OF WHOM ARE AWARE OF THE WORK YOU ARE DOING AT LINCOLN CENTER. MRS. HUMPHREY AND I, YOU KNOW, HAVE SPENT A NUMBER OF MARVELOUS EVENINGS THERE. COULD YOU TELL OUR TV AUDIENCE SOME OF THE GREAT PERFORMANCES THAT ARE IN STORE FOR THEM WHEN THEY VISIT LINCOLN CENTER FOR THE FESTIVAL '67.

DR. SCHUMAN:

WE PLAN TO TURN LINCOLN CENTER INTO A UNITED NATIONS OF THE ARTS FOR FIVE WEEKS BEGINNING JUNE 12. FIRST LET ME MENTION SOME OF OUR OWN GREAT AMERICAN CONTRIBUTIONS TO THE FESTIVAL -- THE METROPOLITAN OPERA, THE NEW

YORK PHILHARMONIC, AND SUCH DISTINGUISHED AMERICAN PERFORMERS AS VAN CLIBURN, LEONTYNE PRICE, LEONARD BERNSTEIN, AND ISAAC STERN. AMONG THE MAJOR EUROPEAN GROUPS WILL BE THE HAMBURG OPERA, YEHUDI MENUHIN AND THE BATH FESTIVAL ORCHESTRA FROM ENGLAND, RAVI SHANKAR AND HIS MUSICIANS FROM INDIA, ERNEST ANSERMET AND L'ORCHESTRE DE LA SUISSE ROMANDE, A RUSSIAN FESTIVAL OF MUSIC AND DANCE, WITH THE STARS OF THE BOLSHOI AND THE KIROV, AND A WORLD PREMIERE OF A PLAY BY PETER USTINOV. AND I COULD GO ON FOREVER.

VICE PRESIDENT:

IT SOUNDS LIKE A SUPER FESTIVAL IN THE GRAND OLD AMERICAN TRADITION TO ME. I AM PROUD TO HAVE LINCOLN CENTER FESTIVAL '67 AS THE MAIN ATTRACTION FOR THIS YEAR'S "DISCOVER AMERICA" PROGRAM. YOU CAN BE PROUD OF THIS EVENT. AND I KNOW WHEN YOU HAVE COMPLETED YOUR TRIP, THE REST OF THE WORLD WILL BE AWARE OF SOME OF THE EXCITEMENT THAT WILL TAKE PLACE IN NEW YORK THIS SUMMER.

DR. SCHUMAN: THANK YOU FOR THOSE ENCOURAGING WORDS
MR. VICE PRESIDENT. BEFORE I LEAVE HERE
TODAY, I WANT TO PRESENT YOU WITH THE
ORIGINAL PAINTING FOR THE OFFICIAL LINCOLN
CENTER FESTIVAL '67 POSTER. IT IS THE WORK
OF THE AMERICAN ARTIST FRANK STELLA.

VICE PRESIDENT: THANK YOU DR. SCHUMAN. I WILL TREASURE THIS.
AND IN CONCLUSION LET ME ADD A PERSONAL
EXPRESSION OF CONFIDENCE IN THE KNOWLEDGE
THAT YOU AND YOUR LOVELY WIFE WILL BE
REPRESENTING THIS COUNTRY IN EUROPE. YOU
HAVE OUR COUNTRY'S COMPLETE SUPPORT FOR A
SUCCESSFUL VENTURE AND WITH YOU GOES THE
HOPE OF ALL AMERICANS THAT LINCOLN CENTER
FESTIVAL '67 WILL HELP BRING THE PEOPLES OF
OUR WORLD CLOSER TOGETHER, AND THUS BECOME
A FESTIVAL OF PEACE.

HUMPHREY - SCHUMAN SCENARIO (Short Version)

March 16, 1967

Following is the short version of the proposed scenario for the televised meeting of Vice President Hubert H. Humphrey and Dr. William J. Schuman, President of Lincoln Center for The Performing Arts

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