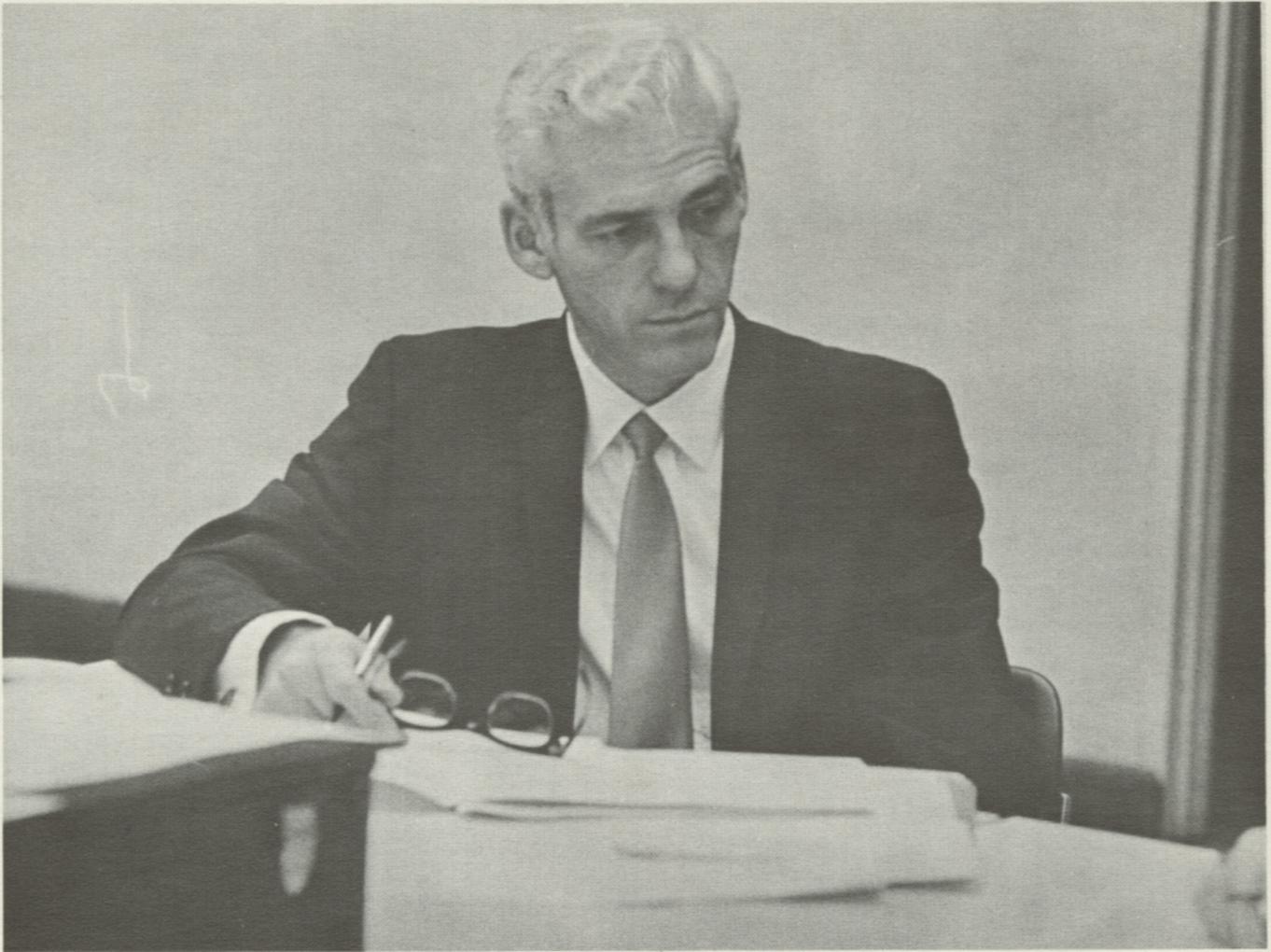


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ANNUAL REPORT



SOUTH CAROLINA
ARTS
COMMISSION



Marvin D. Trapp, Sumter, Chairman South Carolina Arts Commission, 1967-70.

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June 30, 1970

To the Honorable Robert E. McNair
and the South Carolina Legislature:

Our third annual report reflects a continuing acceleration in the arts activity of South Carolina and in the activities of the South Carolina Arts Commission. Early in the year, long-range planning sessions clarified several general objectives and created an ordering of priorities. These plans are not conceived of as an immovable structure but as the basic building blocks for continuing Commission and staff discussions, budget planning, projections of present programs and the discontinuance of any program that does not answer a need. The Arts Organization Personnel Development program continues to rate high with our State arts organizations. We are frequently asked for details of this program by the arts councils of other states, many of which have followed South Carolina's lead.

This year's introduction of our "Arts Calendar" was a direct result of the long-range planning sessions. Feedback from about the state in praise of this informative calendar of state arts events has been most enthusiastic.

Many projects were initiated in the first two years by existing arts organizations and institutions. Since most of these are located in our larger communities, the majority of our first two years' funds naturally gravitated to those areas. This was seen by our Commission to be a primary problem, with no easy solution: how to promote more arts programming in smaller communities where, admittedly, the need is generally greater.

The concept of hiring a local, part-time, field representative to stimulate and coordinate arts programming for such communities was studied. Our "Arts Coordinator" program evolved. Arts Coordinators in Colleton, Marlboro and Union counties are already proving the more immediate values of this innovative project.

As retiring chairman of the South Carolina Arts Commission, may I express my gratitude to you, Governor McNair, and to the South Carolina Legislature for the fine support given in the past three years to promote and develop all the arts for all the people throughout the State. I should also like to heartily commend to your attention the Arts Commissioners of those same three years who have all given so freely of a combined, vast background of experience and knowledge for a more effective South Carolina Arts Commission.

Sincerely,
MARVIN D. TRAPP
Chairman

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ADMINISTRATION AND PROGRAMMING

1969-1970 was the third year of operation for the South Carolina Arts Commission. During that year our staff increased to five persons working on a full-time basis and one part-time. We were able to expand our office quarters so that each person had a reasonable amount of privacy and working space.

calendar and maintaining responsibility for writing and publication of the arts letter.

June Breland, who had acted as part-time bookkeeper in 1968-1969, continued with the Commission in a new role. During 1969-1970 Mrs. Breland acted as a special assistant and undertook many varied jobs including development of a biography file on the artists in the State.

Our program began to solidify a bit more in this past



(L-R) Miss Ann Arney, arts coordinator, Union Arts Council; Mrs. W. H. McIntyre, Jr., Bennettsville, coordinator, Marlboro Area Arts Council; John M. Bitterman, Assistant Director, South Carolina Arts Commission and Richard F. Price, Walterboro, arts coordinator, Colleton Arts Commission.

The new position of assistant director was most ably filled by John M. Bitterman, who took on many of the duties of the executive director and was responsible for initiating several new programs.

Another significant change was the upgrading of the position of bookkeeper to full-time with inclusion of responsibility for taking charge of the mechanics involved with all projects. This job was filled beautifully by our singing bookkeeper, Jeanette McDonald.

Helen Lupo continued as secretary, not only for the executive director but taking on additional responsibilities in working with the assistant director.

Sally Battle continued to develop the publications program, overseeing modification of the new arts

year. It was the second year for the Personnel Development program which we continue to feel has been one of our most important. We were called on more than in previous years for help with consultants to carry out a number of varied jobs. The Performance/Exhibits program took another step forward with one community, which had started with us in our first year, breaking loose and continuing an annual children's symphony program without any assistance from us. Other communities made progress in this direction.

Perhaps the most exciting and interesting new project during 1969-70 was one which we refer to as our "Field Representatives" program. This involved efforts in helping the counties of Union, Marlboro and Colleton hire part-time arts coordinators. The coordinators began work in fiscal 1969-70 and will continue into 1970-71. The idea has been to develop local leadership and to develop programming be-

gining at the community level rather than trying to impose our ideas of programming on communities. The ultimate success of this program will not be known until the end of fiscal year 1971, at which time we will be able to determine what has been accomplished by what activities continue.

Another new program this year involved placing artists with recreation departments. Six artists spent part of their summertime working with children and adults in the fields of visual arts, drama and music. It is the intention of the Commission to work with departments of recreation at every opportunity.

This was the year in which we worked quite diligently to engender public support for the funding of the position of State Art Supervisor with the State Department of Education. This position was funded by the legislature and we received a letter of thanks from the State Superintendent of Education, Cyril B. Busbee, for our assistance. This is just one example of the kind of programming activity we engage in which does not show up in our list of projects. Whether working through our own Commission or other city, county and state agencies, the purpose of your State Arts Commission remains to promote and develop all the arts throughout the entire state.

COMMUNICATIONS 1969-70

"S. C. Arts Effort Is Paying Off"; "Arts Commission Is Building Interest in Culture in South Carolina"; "Agency Promotes Interest in Performing, Fine Arts", read the headlines of typical news stories in 1969-70 about the South Carolina Arts Commission. An Associated Press feature report by Kent Krell was carried under headlines such as the first two above, in the **Charlotte Observer**; **Greenwood Index-Journal**; **Charleston Evening Post**; **Anderson Daily Mail**; **Greenville Piedmont**; **Charlotte News** and **Columbia Record**.

Feature stories by Jack Roach in the **News and Courier Sunday State News** for Sept. 14, 1969 and by Adger Brown in the **State-Record Tempo** section for Jan. 25, 1970 also marked the progress of the Arts Commission in furthering the arts in our state.

Putting South Carolina arts growth on the map nationwide were such unexpected dividends in

1969-70 as a write-up in **Dance Magazine** describing the SCAC **Eye on the Arts** bi-monthly calendar, repeating all the statewide dance events listed for May and June.

What makes these stories stand out in the Commission's year?

These are over and above the news stories originated by the Arts Commission itself or occasioned by Commission-assisted projects.



Dr. John Richard Craft, Columbia, member South Carolina Arts Commission, 1967-70.

Approximately 145 such stories appeared in newspapers in our state and neighboring Charlotte and Raleigh.

They told of coming concerts, arts or crafts exhibits, dance performances and dramas presented with Arts Commission assistance. They advised of conferences like the S. C. Theatre Association's annual workshop; creative sessions like the third S. C. Composers' Symposium; competitions from the Lancaster Arts Council logo contest to the State College, Orangeburg, Drama Festival, and consultant services such as the guidance of state and national leaders in the Commission's long-range planning.

Other news stories chronicled honors, including our state's Arts Commission executive director be-

ing named to a National Endowment for the Arts music panel, as a representative of the nation's arts commissions and councils. Of the fifty-four such groups, both state and territorial, South Carolina's executive director was also one of nine invited to testify before a joint congressional hearing in February 1970. The hearing was on the legislation dealing with extension of the authorization of the National Endowment for the Arts.



Jennifer Potts, former Columbia City Ballet dancer now with the Houston Ballet, interviewed by Dave Wright at WIS-TV.

Besides newspaper coverage of the National Endowment extension, the matter was discussed by Mr. Sennema during one of several WIS-TV **Today in Carolina** interviews.

Other interviews arranged by SCAC during the year included **Today in Carolina** appearances with hosts Lynn Nevius and Joe Pinner by Columbia dancer Jennifer Potts, now of the Houston Ballet; J. Harvey DuBose, supervisor of education for the S. C. Department of Corrections, about the Department's art program and annual exhibit; Sen. E. N. Zeigler, Florence, about the SCAC State Art Collection's being on exhibit at the State House in March; and Fitz Lee Coker and Willard L. Jacobs of Hartsville. Mr. Coker is vice president-administration of Sonoco Products Company, first S. C. firm to win the **Esquire-Business Committee for the Arts "Business**

in the Arts" award and the only such winner this year in the Southeast. The Arts Commission had recommended entry of Sonoco in the annual competition, for establishing and financially supporting a Hartsville community arts and crafts program, directed by Mr. Jacobs.

A WNOK-TV, Columbia **World of Women** interview by Lois Quattlebaum about the SCAC-funded summer film workshop for teachers, and a WOLO-TV **Ann Cobb Show** series featuring Mr. Sennema and Mr. Bitterman, added to the list of live TV-radio interviews.

WIS' "Gal on the Go", Audrey Hunt, again led in radio interviews, with twenty-seven during 1969-70. Molly Condon, WOIC, Columbia and Melba Sprague, WBTW, Florence, also gave time for Arts Commission talks.

The SCAC color film public service announcements were supplied to WAIM-TV, Anderson; WCSC-TV, Charleston; WIS-TV, Columbia; WBTW, Florence; WFBC-TV, Greenville and WSPA-TV, Spartanburg as well as WRDW-TV, Augusta, Ga. with its wide coverage of western S. C.

The Arts in South Carolina, the Commission's 14½ minute color film sampling the state's arts activities, was aired on WIS-TV for the second time on Dec. 31, and continues to be requested for meetings and school assemblies through the U. S. C. Audio-Visual Division and the State Department of Education Audio-Visual Library.

Besides mass media communication, the Arts Commission sought during 1969-70 to enlarge its resources to meet individual inquiries. One such inquiry asked for S. C. arts events of nationwide scope, suitable for the inquiring firm's calendar distributed throughout the U. S.

Crafts activities of the S. C. Craftsmen and local groups like the Foothills Guild were reported to Charles Counts of Rising Fawn, Ga., as a new southeastern crafts organization began.

Still another inquiry came from a former South Carolinian now in Gulfport, Miss., seeking a list of all S. C. arts commissions and councils, state and local.

To offer a complete list, when inquiries are about artists' guilds, dance companies, community drama

groups and other S. C. organizations, the Arts Commission has requested latest possible information on all such groups.

Getting an up-to-date and comprehensive list is a goal for 1970-71.

Another aspect of the Arts Commission's communications efforts is cooperation with other state agencies.

Again the Department of Parks, Recreation and Tourism was given advance listing of arts events, for the Department's nationally distributed brochures of events throughout the state. As each PRT Welcome Center has opened, it's been added to the mailing list for the Arts Commission's calendar of events and other publications of likely interest to S. C. visitors.

The State Development Board, as well as Parks, Recreation and Tourism, received a breakdown in September 1969 of the state's arts groups and 1969-70 arts events announced by then, for out-of-state inquiries about our state's arts resources.

From the Governor's Office of Planning and Grants came a request for a county-by-county breakdown of community and college/university drama, concert series, music and other such arts groups in the 28-county Coastal Plains region of S. C., which was supplied within hours. This reflects over 2½ years of gleaning from newspaper clippings and information supplied to us, plus the newly stepped-up efforts to get more organizations to send updated facts themselves.

Advance copies of arts events, to be printed in the next **Eye on the Arts** calendar, went to Phyllis Giese, hostess for S. C. Educational Television's **Off the Cuff** "Eye on the Arts"; J. Adger Brown, Cultural Affairs Editor for the **State**, Columbia; Bob Keaton, the **Columbia Record**; Mrs. Beth Littlejohn, Events Editor for the **Sandlapper**; also Art Riemer, "Arts in the Carolinas" Editor for the **Marlboro Herald-Advocate**, Bennettsville. This advance listing is available to other editors for the asking.

S. C. Tricentennial events planned by communities statewide have been and continue to be listed—during 1969-70 in the four **Eye on the Arts** calendars of events and six bi-monthly **Arts-Letters** prepared and written by SCAC staffer Sally Battle.

Growth of the arts in South Carolina spanning 300

years was the subject of three articles by Miss Battle in the **State-Record** special Tricentennial edition, April 5, written at the request of special writer Jack Truluck.

In other work with the Tricentennial Commission, SCAC color slides shot by Executive Director Dave Sennema, and the color film on **The Arts in S. C.**, were requested for possible use in nationwide advertising and Tricentennial Center displays. Some of the color photography supplied may be seen in a slide presentation at the Piedmont Exposition Center.

When the Tricentennial production of **Porgy and Bess** went into the tryouts stage, the Arts Commission sent out announcements to its appropriate contacts at Allen University, Benedict College and the University of S. C., Columbia; Bob Jones University and Furman University, Greenville; Claflin College and S. C. State College, Orangeburg; Lander College, Greenwood; Morris College, Sumter and Voorhees College, Denmark plus WOIC, Columbia.

As our state's Tricentennial year continues through 1970, the Arts Commission will share in promoting national and international interest in South Carolina—at the same time that we try to communicate, within our state, enthusiasm and concrete encouragement for arts growth for the next 300 years.

PROGRAMMING

The South Carolina Arts Commission's programming is geared for action and reaction. We devise broad areas of programming and set up conferences and workshops. We publish a statewide calendar of arts events and a bi-monthly newsletter.

For reaction we try to keep open an area called "Special Projects". This enables us to respond to ideas from arts organizations in all parts of the State.

In both action and reaction programming we try to keep communication flowing back and forth between the state office and the communities. The Commission attempts to maintain some geographic balance and some arts discipline balance in its programming.

ARTS ORGANIZATION PERSONNEL DEVELOPMENT PROGRAM

The Commission firmly believes that arts organizations must have good, sound administrative organizations before they can turn out consistently excellent artistic results. In 1968 this program, which helps the arts organizations place people in new, paid positions evolved. The Commission pays two-thirds of such a salary in the first year, one-half the second year and one-third the third year; in the fourth and ensuing years, the arts organization assumes responsibility for the salary of the new position. Establishment of these new, paid positions not only assists local arts groups strengthen their operations, but provides the Commission with qualified responsible personnel through whom we work to carry out other phases of our programming.

ABBEVILLE COMMUNITY THEATRE/MANAGER-DIRECTOR

In its second year of leadership by a part-time managing director, the Abbeville Opera House had its first orchestral program, four theatre productions plus three other performances and played host to the Southeastern Regional Festival of the American Community Theatre Association.

CHARLESTON OPERA COMPANY MANAGER-DIRECTOR

The Charleston Opera Company experienced grave organizational difficulties during its first year in the program and was not able to take full advantage of its potential. This project was not approved for funding for a second year.

CAMDEN COMMUNITY THEATRE GENERAL MANAGER

The Camden Theatre, in its second year of operation under the guidance of a general manager, feels that it has made great strides in getting more people interested and involved in community theatre. They produced three plays and one Broadway musical during the past season.

THE FLORENCE MUSEUM DIRECTOR

In its second year under the guidance of a full-time director, the Museum has expanded—its staff by two. . . its newsletter from four to twelve pages. . . its facilities. Not only has the present building been partially renovated but another building has been purchased to be used as offices and a research center.

GIBBES ART GALLERY CURATOR OF EDUCATION

In the two years a curator of education has been at the Gibbes, its educational program has greatly expanded. Some of the new offerings are: high school and elementary art exhibits, a creative writing contest, the opening of a Junior Gallery and the development of a reproduction loan collection and a slide loan service.

GREENVILLE COUNTY MUSEUM OF ART/AUDIO VISUAL PRODUCTION SPECIALIST

For the first time in South Carolina a museum has hired an electronically "tuned-in" expert to explore new and innovative use of audio-visual equipment in the exhibition and/or presentation phase of museum activity.

GREENWOOD COMMUNITY THEATRE TECHNICAL DIRECTOR

A need for effective sets, lighting and other technical matters is a need experienced by most community theatre groups. This year for the first time in its 15-year history, the Greenwood Community Theatre has on its staff a paid technical director.

GUILD OF SOUTH CAROLINA ARTISTS EXECUTIVE SECRETARY

The Guild is an eleemosynary organization of artists from throughout the State. In this second year of its employment of an executive secretary, a more effective servicing of the membership has been achieved through a centralization of records and the publication of a newsletter.

SPARTANBURG COUNTY ARTS COUNCIL/EXECUTIVE DIRECTOR

Evidences of the significant progress of this organization in its second year of operation under the leadership of a professional director follow: A week-long Arts Festival which featured THE CAROLINAS COLLECT, the first major visual arts exhibit held in the County. . . . The 1969 Arts Camp held at the Arts Center and three two-week camps in disadvantaged areas. . . . The mailing list now reaches 6,000 families. . . . Monthly exhibits and art classes at the Arts Center. . . . Friends of the Arts, a group of more than 100 volunteers which staffs the Center and the Gallery. . . . The Center now provides rehearsal and classroom space for the Theatre Workshop as well as for meetings of the 17 member-organizations and non-member civic groups.

PERFORMANCE / EXHIBITS PROGRAM

CHILDREN'S CONCERTS

The Arts Commission since its inception has been vitally interested in the education and involvement of children in the arts. Because of the minimal amount of teaching of the arts in schools, parents do not know what they or their children are missing. Some community groups are beginning to remedy this in small ways and one of these ways is through sponsorship of children's concerts. Some of these have already become self-supporting. A child from rural South Carolina has said it better than we ever could. "I am one of the children . . . who came to see the concert . . . I enjoyed the music and sights. I especially loved the music of Carmen and My Fair Lady. I had never seen an Orchestra in my life until that day. Tell all the people and the conductor I said hello. Wishing you luck for ever."

IN HARTSVILLE

The Friends of the Hartsville Memorial Library co-sponsored with the Commission three presentations of the Piedmont Chamber Orchestra from the North Carolina School of the Arts. This was a "first" in this community and 2,300 children and young people attended. The Hartsville group plans to make this an annual event.

Last year the Commission made funds available to communities to make use of artists who have already



Harlan E. McClure, Clemson, member South Carolina Arts Commission, 1967-70.



been scheduled for an existing series. Theodore Lettvin, pianist, was contracted to do two children's concerts in the schools while he was in Hartsville for a Community Concert appearance.

IN CAMDEN

For the third consecutive year the Junior Welfare League and the civic clubs of Camden have sponsored an annual children's concert. This year with 600 present, the Columbia Philharmonic Orchestra presented the program. The Arts Commission's financial aid to communities involved in this program decreases each year with the anticipation that the communities will take over all funding at least by the end of the third year.

IN CLEMSON

The Greenville Symphony Orchestra performed for

Theodore Lettvin and fans at a SCAC-assisted youth concert in Hartsville.

over 2,000 children and young people. This performance was jointly sponsored by a school PTO and the Arts Commission.

OTHER PERFORMANCES

Not only does the community benefit from the co-sponsorship of performances but so do the ballet companies, orchestras, drama groups and other organized performing groups. The Commission is anxious for all artists to have a ready market for their products.

THE LANDER COLLEGE PLAYERS

For the second year the Lander drama group has toured a major drama in high schools throughout

the state. "Spoon River Anthology" has been seen by 50,000 students in nine months. The Lander group has set out to reach through the spoken word those who might never be reached through the written word.

THE HENDERSON-DAVIS PLAYERS S. C. STATE COLLEGE

In order to up-grade student appreciation of the theatre, this drama group toured "Blue Denim" and "Tell Pharoah" in thirteen high schools and four colleges this past school year. The group also performed for four civic clubs.

COMPOSER'S SYMPOSIUM

The 1970 Symposium at the University of S. C. was the third annual event and the second to be devoted to orchestral music. During the course of the symposium, three conductors and the orchestra read and recorded eight works by seven South Carolina composers. Each composer received a recording of his work. An evening concert included the works of five of the seven composers.

CHESTER

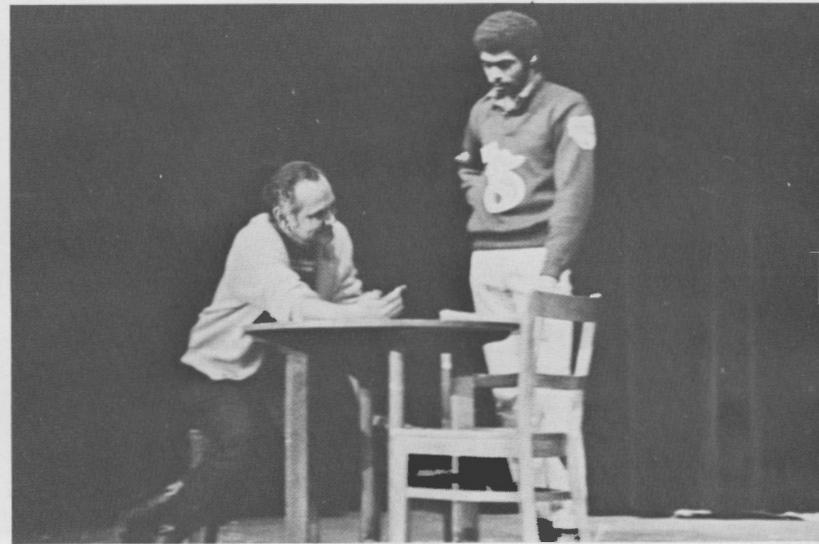
The Commission co-sponsored with the Chester Jaycees, a performance by the Greenwood Children's Theatre, the first event of its kind in the memory of many people in that small community.

GREENWOOD

During the S. C. Festival of Flowers, the Commission and the Chamber of Commerce sponsored a performance of the State Ballet Company's Tri-centennial program. Seven hundred persons attended this admission-free performance. Plans for future festivals include fine arts performances.

LAURENS COUNTY FINE ARTS FESTIVAL

A performance by the Greenwood Children's Theatre at Clinton was planned because most children in Laurens County have never experienced live theatre. The Laurens County Arts Council hopes to develop among adults as well as children an interest in the theatre as an art form, as well as an interest in promoting an organized children's theatre in Laurens County.



Jose Quintero, guest critic at the Feb. 1970 S. C. Theatre Association's third annual conference, and Samuel Wright, the Henderson-Davis Players, South Carolina State College.

CONSULTANT SERVICES

The Arts Commission's Consultant's Program has been one of our most successful efforts. We are able to provide well-trained, motivated, knowledgeable people to advise on business, artistic and managerial aspects of the arts. Organizations around the state are beginning to realize that they can get help which they have needed to desperately for years by

GAFFNEY/LIMESTONE COLLEGE

The State Ballet performed twice, once for an evening concert and the other a children's performance for all the sixth graders in the county. The commission assisted with the children's performance.

MARLBORO COUNTY

The Tricentennial Commission, The Marlboro County Arts Council, and the Commission co-sponsored a performance of the Columbia Philharmonic Orchestra and Robert MacDonald, pianist, for a special Tricentennial concert.

GEORGETOWN

The Musical Arts Club has been working for three years with the Commission, on a decreasing financial basis, to enlarge their concert series. This year the Commission helped bring to Georgetown the Columbia Philharmonic Orchestra with mezzo-soprano Evelyn LaBruce, a Georgetown native who is making a name for herself in the concert world.

COLUMBIA

The Columbia String Quartet agreed to perform "for expenses" the new works of South Carolina composers at the Columbia Midlands Exhibition Center. The concert, admission free to the public, was co-sponsored by the South Carolina Federation of Music Clubs and the Commission.

GREENVILLE

The Tricentennial year was also the 50th Anniversary for the South Carolina Federation of Music Clubs. The Commission helped bring to Greenville for their convention, Richard Cass, South Carolina native and renowned pianist. Also imported as guest speaker was Greenville native Beverly Barksdale, immediate past manager of the Cleveland Orchestra and presently director of the Cleveland Museum of Art.

EXHIBITS

GIBBES GALLERY

A cache of World War I recruiting posters was found at the Gibbes Gallery! Two travelling exhibitions were planned and the Commission financed the framing of the posters to make them suitable for travel.

APPALACHIAN CORRIDORS II

For the second time, a comprehensive major regional competition (13-state area) of fine arts and crafts has been mounted by the Charleston (W. Va.) Section of the National Council of Jewish Women. The South Carolina Arts Commission made available a purchase award to be given to a deserving South Carolina artist. The winner was Betty Jane Bramlett of Spartanburg. The winning pieces from "Corridors"

SCHOLASTIC ART AWARDS EXHIBITION TOUR

The Liberty Life Insurance Company has for the past six years sponsored this exhibition for junior and senior high school students around the State. This year as part of the Tricentennial celebration, the SCAC co-sponsored the touring of three shows from the Greenville County Museum of Art, the Florence Museum, and the Columbia Museum of



will be toured around the United States for two years. Subsequently, the painting by Miss Bramlett will become the property of the South Carolina Arts Commission.

SAM SOUTHEASTERN REGIONAL MEETING NATIONAL ART EDUCATION ASSOCIATION

The Greenville County Museum of Art's **Student Art Mobile** has been described in MUSEUM NEWS as "... an innovative answer to a genuine community need." This visual art teaching tool was one of the most successful, well co-ordinated exhibits shown at the special exhibition at the regional convention in Richmond. There were many requests for information from the several hundred observers. The Commission underwrote the transportation to and from Richmond and maintenance while there.

Art. The intention of the shows was to reach as many outlying schools as possible during the school year, demonstrating the high calibre of art being created by youngsters and encouraging schools without art programs to consider adding art to their curriculum, while giving additional impetus to those young people with talent in art to participate in this juried show for their own benefit.

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Students at "Friday Art-In", Greenville County Museum of Art.

calling on the State Arts Commission. Local groups participate financially in each consultation by paying local expenses.

SOUTH CAROLINA THEATRE ASSOCIATION CONFERENCE

The three-year-old SCTA with aid from the Arts Commission brought to their state-wide gathering Jose Quintero, a nationally recognized theatre director and critic. With 150 members present, Mr. Quintero critiqued scenes presented by participating community theatres, participated on a panel of theatre experts, and made other presentations, geared to the needs of theatre groups in South Carolina.

BEAUFORT LITTLE THEATRE

A technical consultant was engaged to design and install a new lighting system for this theatre group.

CLEMSON AREA YOUTH THEATRE

With the aid of a consultant provided by the SCAC, a dramatics workshop was held on five consecutive Saturdays to help 40 children develop skills in various aspects of theatre.

COLLETON ARTIST GUILD

The SCAC helped sponsor a lecture/demonstration in Walterboro on portrait painting by a well-known Charleston artist. The result was the establishment of a class of 45 students for a sequence of lessons in painting.

SOUTH CAROLINA MUSIC EDUCATORS ASSOCIATION

The SCAC brought James B. Andrews to South Carolina to meet with the executive board of the SCMEA, to discuss the feasibility of conducting a conference similar to one held in West Virginia last year.

SUMTER LITTLE THEATRE

A technical consultant was brought into the new theatre in Sumter to evaluate the lighting and seating situations. His recommendations were taken under consideration and acted upon.

SOUTH CAROLINA ARTS COMMISSION LONG RANGE PLANNING

In June of 1969 the SCAC brought to Columbia the Executive Directors of five successful state arts councils to evaluate the Commission's work in South Carolina. The Commission then met to set forth long-range objectives and discuss possible programs for reaching those objectives.

Then in August of 1969 the Commission brought together some of the leading people in the country who are involved professionally with arts programs. This group took the results of the two previous meetings, formed ideas and wrote specifications for a long-range plan.

CHARLESTON SYMPHONY ORCHESTRA

A public relations specialist was engaged to advise the orchestra board on matters of promotion, fund raising, and organization.

SOUTH CAROLINA MUSIC EDUCATORS ASSOCIATION

The South Carolina Arts Commission brought Clifford Madsen, author of a book on experimental research in music to South Carolina for the SCMEA's annual conference. The program was designed to show the membership what research can do for the music teacher in the field.

ARTS/RECREATION WORKSHOP

The SCAC, the South Carolina Recreation Commission, and the Richland County Rural Recreation Commission brought to the State Ray Forsberg, superintendent of an outstanding recreation program in Waterloo, Iowa. He conducted a day-long workshop for persons interested in community art/recreation programs.

WALTERBORO SIDEWALK ART SHOW

The SCAC made available to the Walterboro community a museum staff member to help plan, hang, judge, and critique a show by local artists. The consultant was also asked to make suggestions for improvement of the show for the next year.

AIKEN SPRING ARTS FESTIVAL

The Commission provided a judge for the clothes-

line art show. The show was juried and over 500 entries hung. The consultant was also asked to help with plans to make the show better the following year.

JUNE AREY DANCE CONSULTANT

Jane Arey, director of dance programming for the National Endowment for the Arts, was brought to Columbia on two occasions to advise the Commission on matters concerning the future of dance in South Carolina.

THE SOUTH CAROLINA ARTS COMMISSION REACHES OUT

The Arts are for everyone! Somehow we at the Commission have to convince people that we human beings need to express ourselves creatively through the arts. Somehow we must try to involve a much larger segment of the population in arts activities of various kinds, either as participants or as audience or both. Somehow we have got to sell the idea that the performing arts are good entertainment. We are trying to reach out to the people of South Carolina!

PUBLIC SERVICE SPOTS

For the second time we have developed four public service spot announcements and sent prints of each to TV stations throughout the State for airing. During the past 12-month period while new ones were on the drawing boards, our spots from 1968-69 were being shown. One South Carolina TV station (WIS-TV, Columbia) reported to the Commission that for fiscal year July 1969-June 1970, we had received the equivalent of \$6800 in advertising time in public service announcements contributed by the station.

"EYE ON THE ARTS"

The investment in our jazzy calendar, "Eye On The Arts", has already paid off in favorable comments from inside and outside the State and more requests for calendar participation. The calendar was published four times last year and noted specific dates and times of happenings in the areas of visual arts,

music, dance, drama, crafts, photography, radio and TV, architecture and creative writing. A special emphasis this year is the outreach to Tricentennial visitors and prospective newcomers to the State.

"ARTS-LETTER"

The six editions of the "Arts-Letter" reached over 3,000 persons in the State every two months last year. Written and compiled from news-worthy items from all over the state by Sally Battle, Commission staff member, the "Arts-Letter" is designed to stimulate continued growth of the arts at all age and economic levels in South Carolina.

THE STATE ART COLLECTION

In its third year of existence, 13 pieces of art were added to the Collection. The State Art Collection comprises more than 30 pieces of art by native and/or resident artists. The purposes of a state collection are to support South Carolina artists through purchase and exhibition of their work and to provide an excellent travelling exhibit for the people of the State. The collection was shown this year at the University Regional Campus in Florence, The Sumter Art Gallery, and the State House. Seventeen pieces of the collection were borrowed for the Tricentennial Travelling Exhibition. In April, May and June it was shown at the Greenville County Museum of Art. During the summer and fall of 1970 it will be shown at the Gibbes Gallery in Charleston and the Columbia Museum of Art.

SOMETHING INNOVATIVE OR EXPERIMENTAL

FIELD REPRESENTATIVE PROGRAM

Lack of funds has caused this program to be implemented on a smaller scale than originally conceived. The original plan called for the hiring of talented persons in communities around the State. They would have not only been responsible for developing new arts activity in their own communities but also for seeing to it that other communities in a several-county area were more aware of the programs available to them through the State Arts Commission. The program, as begun on a pilot basis in the winter and spring of 1969-70, has not completed as yet one full year but already a great deal of progress has been made. Three towns were chosen in counties where there was little or no arts activity

and three interested persons were hired as arts co-ordinators on a part-time basis. All local projects are subject to Commission approval. The following reports were made when the three arts organizations were at least three months old:

Colleton County (Walterboro) The Colleton County Arts Commission was created by the Legislature in February, 1970. Each of the six commission members (good cross-section of the community) will be personally involved in arts activities, and members are divided into three teams to explore developmental possibilities in art, music, and drama. The already active Artists' Guild under the new Commission sponsored two classes taught by professionals. More are slated for the fall. A little theatre group organized and elected officers. Hopes include a concert series for the winter.

Marlboro County (Bennettsville) The Marlboro Area Arts Council, Inc. was organized in the late fall of 1969. The big project to date was a large arts fair which included a performance by the Columbia Philharmonic Orchestra. The Marlboro Players, a drama group, has been formed with "Oklahoma!" scheduled for fall and a local puppet theatre group has already given some performances. The winter plans include performances and co-sponsorship for the exhibition of the State Art Collection. The newly organized Arts Guild has been given a "home" for art classes.

Union County (Union) The Union Arts Council, Inc. was organized in February, 1970. The Council sponsored one concert in the spring and is generally making its approach to the arts through children. Plans include children's and adult art classes culminating in an August exhibition, children's theatre group, student recitals from nearby colleges, and a puppet theatre.

ARTIST-IN-RECREATION PROJECT

The South Carolina Recreation Commission and the South Carolina Arts Commission during the summer of 1970 secured the services of professional artists to work in six summer recreation programs, making the arts an integral part of the summer's programming.

AFFILIATE ARTIST

The Sears-Roebuck Foundation is making available through Affiliate Artists, Inc. a professional artist

Miss Adrienne Jenkins, Columbia, demonstrating a craft in the Summer 1970 Artist-in-Recreation project.





1970 Brevard Music Center scholarship winners (L-R) Carol Benner, viola, Spartanburg Symphony; Steve Rickett, string bass, Greenville Symphony; Paula Bendt, violin, Charleston Symphony and Linda Goldstein, violin, Columbia Philharmonic. A fifth scholarship was awarded to Kenneth Burgess, clarinet, Florence Symphony.

who will reside in Columbia and be available for performances and public appearances for 56 days during the calendar year. The University of South Carolina and the South Carolina Arts Commission have combined forces to help cover local expenses for Adib Fazah, baritone, to come to the Columbia area for the 1970-71 school year.

COLUMBIA PHILHARMONIC ORCHESTRA PROMOTION-PUBLICITY

After the decision was made that a broadened promotion/publicity program was necessary for continued growth and development of the orchestra, a public relations firm was engaged to develop a master plan giving maximum exposure of the orchestra to the public on a season and a per concert basis. A local "livewire" citizen was contacted to aid the agency in carrying out the project. The Commission hopes that in this pilot project, information will be forthcoming that will be of value to other orchestras in the State.

RICHLAND COUNTY RURAL RECREATION COMMISSION CERAMIC PROJECT

To determine whether people, if given the option, might prefer the wheel-thrown/handbuilding method of ceramics as opposed to the use of molds, the Commission agreed to the purchase of two kick wheels for two centers. This program is under the direction of a crafts specialist and is designed for adults and children.

ARTS EDUCATION PROGRAMS

Many of the projects we have undertaken, primarily in the Consultant's Program, have been in the education of the public to the arts or of giving new ideas and information to those already concerned with the arts. The following projects are those which deal directly with education in some form or other.

BREVARD SCHOLARSHIPS

For the third successive summer five gifted student musicians, one from each of the five established community orchestras in the State, have been given a half-scholarship by the Commission for a six-week intensive summer study session at the Brevard Music Camp. The scholarships are matched

by the orchestra, the individual, or a combination of the two.

CHARLESTON COUNTY RECORDER WORKSHOP

Gerald Burakoff was brought to Charleston to conduct a recorder workshop for 46 specialists in music and for college music education students. He introduced new and improved techniques for teaching the recorder in the general music program in schools.

GREENVILLE COUNTY MUSEUM OF ART

The Museum conducted a junior high art program for twenty-five Fridays called the "Friday Art-In". Students, numbering 2,250, between the ages of 12 and 16 participated in the gallery/film/theatre workshop. The Arts Commission provided the films used in the Art-Ins. These were used to correlate the gallery discovery and an artist-in-action experience. These films have been used also in classes at the Museum's School of Art to enhance, motivate, supplement, and emphasize art direction.

CLEMSON PLAY DIRECTOR'S WORKSHOP

The Clemson drama workshop was designed to teach teachers and community leaders working in school, church, community, and youth theatre in a three-county area. It was intended primarily for those with interest but little or no experience as a director to give guidance and practice in directing play scenes. This workshop was offered in the hope that new directing talent would be developed, hence improving the quality and quantity of dramatic arts in that part of the State.

CREATIVE FILM-MAKING WORKSHOP

This workshop of teaching basic film-making techniques was offered to public school teachers, and other interested persons, in hopes that they could bring these techniques to schools in South Carolina. The ten-week course was completed by fifteen persons and resulted in three completed short subject films.

ROCK HILL PIANO TEACHERS FORUM

Robert Dumm, accompanist, pianist, composer, and teacher was brought in to conduct a one-day lecture/recital at Winthrop College. Students performed



for comments and criticism. The goal of the workshop was to provide the teachers with more creative and effective teaching methods and provide stimulation for their students.

SPARTANBURG SUMMER ARTS CAMP

The Arts Commission helped provide an extension of an effective arts camp by providing the financial assistance to have it carried into disadvantaged neighborhoods. This four-week, five-days-a-week camp reached some 35-50 children and gave them experiences in the areas of art, music, drama, films, and provided field trips in connection with the visual arts. A more intensive program is envisioned by Spartanburg for the disadvantaged because of the unusually receptive attitude of this group to the Arts Camp.

SOUTH CAROLINA STATE COLLEGE HIGH SCHOOL DRAMA FESTIVAL

Eight hundred students from 23 secondary schools participated in performances in play competition. Critiques of these performances, counsel, and advice for technical improvement were given by competent professionals. This festival was held to improve the theatre arts at the secondary school level.

SUMTER COUNTY LIBRARY

The staff of the Sumter Library felt that because public libraries are cultural centers in communities, they should afford the public the opportunity to take art home. With the Arts Commission's help this library has developed an art loan program which makes 130 framed, high quality reproductions of famous paintings available to the public for use in private homes for eight weeks at a time.

YORK COUNTY NATURE MUSEUM

The York County Nature Museum built and outfitted an experimental "suitcase" exhibit on Catawba Indian Pottery. The Museum hopes to produce 25 of these compact teaching aids to be placed in schools upon request.

STUDENT ART MOBILE

The Commission underwrote the transportation and maintenance to have SAM exhibited in the State House during the time the State Art Collection was being shown there.

SOUTH CAROLINA MUSIC EDUCATORS ASSOCIATION SYMPOSIUM ON RESEARCH IN MUSICAL BEHAVIOR

In hopes that ideas for more effective instruction would result, the Commission sent a representative from the S.C.M.E.A., Dr. Alex Raley, to attend the symposium, which dealt with the music learning process from the behavioral scientist's point of view. A report to the membership of SCMEA was made in the form of an article in the Association's publication, August, 1970.

SOUTH CAROLINA STRING TEACHERS' ASSOCIATION ALL-STATE ORCHESTRA SCORES

For the second year, the Commission agreed to purchase music for the All-State Orchestra Clinic, the Orchestra being composed of the best orchestral

musicians from schools all over the State. The music is permanently housed with the State Supervisor of Music and available on loan to any orchestral group in South Carolina.

COLUMBIA CITY BALLET COMPANY MASTER CLASSES

Ballet teachers and advanced students from South Carolina took five days of master classes with Michael Lland, Ballet Master of the Houston Ballet Company. The Arts Commission made a grant to cover the portion of expenses not paid by the tuition collected, to allow the State's ballet teachers and advanced students the opportunity of studying with one of our nation's leading ballet masters.

OTHER PROJECTS

SOUTH CAROLINA ARTS COMMISSION CRAFTS CONSULTANT

An outstanding South Carolina craftsman was asked to represent the Commission at the Southeast American Crafts Council Workshop in Georgia. A written report was made to the Commission on the workshop itself and forthcoming will be a report on possible avenues of approach to the development of crafts activities in South Carolina.

RUTLEDGE DRAMATIZATION

The Commission underwrote the expenses of several meetings between Archibald Rutledge, South Carolina's poet laureate, and Donald McKellar, director of the Greenwood Little Theatre, who were collaborating on a play based on the history of Hampton Plantation and the life of Mr. Rutledge. Several tapes of the conversations are on deposit with the State Audio Visual Library.

"THE ARTS IN SOUTH CAROLINA" FILM INTERNEGATIVE

The 15-minute color, sound film produced two years ago, showing a sample of arts activity in the State has been shown widely in South Carolina. This year an internegative was produced so that additional prints might be made without loss of quality.

ARTS CONFERENCE

The Commission, the Columbia Museum of Art, and the Fine Arts Department at the University of South Carolina jointly sponsored a conference featuring Nancy Hanks, chairman of the National Council on the Arts and National Endowment for the Arts.



1969-70 FINANCIAL STATEMENT

INCOME

ROCK HILL CHORAL SOCIETY

This choral group in its second year of operation was awarded a challenge grant. To help defray basic operating costs, the Commission paid the Society \$1 for every \$3 raised by the group up to a specified amount. It is not an unusual practice for the Commission to award such grants to organizations in which there is solid leadership, both artistically and administratively.

THE SOUTH CAROLINA REVIEW

In the second year of publication of the State's only literary magazine, the Commission aided in the publication of two issues of creative writing for South Carolinians. The magazine is co-edited by professors from three major South Carolina universities.

(L-R): Mrs. Thomas F. Jones, wife of University of South Carolina president Dr. Jones; Miss Nancy Hanks, Chairman of the National Endowment for the Arts and the National Council on the Arts; C. Will Cole, member of the South Carolina Arts Commission's Executive Committee and Mrs. Cole, during the statewide Arts Conference in Columbia featuring Miss Hanks' visit.

**SUMTER ARTIST GUILD
GALLERY OF ART**

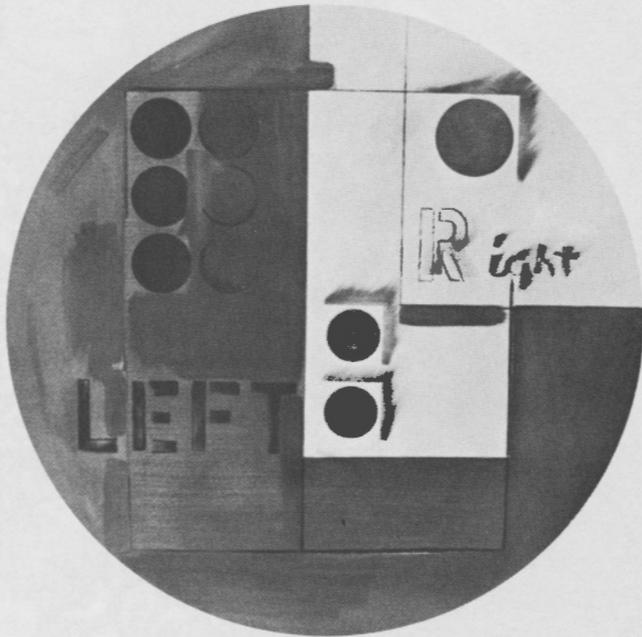
A challenge grant was made to the three-year-old Guild by the SCAC. The grant was matched by private contributions to the Guild, Sumter County, and the City of Sumter. The resulting Gallery of Art was born through the renovation of an old library building which is being made available by the Sumter City Schools.

**ANDERSON COMMUNITY THEATRE
DIRECTOR**

To produce a summer production and to plan an ambitious building fund drive, the Commission helped, on a matching fund basis, this community theatre to retain its director through the summer months.

**COLUMBIA MUSEUM OF ART
STATE ART COLLECTION
TRUCK**

The Commission approved the purchase of a truck by the Columbia Museum of Art expressly for the purpose of transporting the State Art Collection. When not in use for that purpose, the truck will be used by the Museum to help carry out the regular program of activities. The Museum has been, and continues to furnish experienced personnel to load, unload, transport, hang and store the Collection. The Museum traded in a smaller truck which had previously been used but which became inadequate as the Collection grew in size and value.



From the South Carolina Arts Commission State Art Collection, "Left-Right" by David H. Van Hook, Columbia.

**SOUTH CAROLINA MUSIC
EDUCATORS' ASSOCIATION**

The South Carolina Music Educators' Association (SCMEA) held its annual convention in Columbia, South Carolina, from October 10-12, 1970. The convention was held at the Sheraton Hotel and was attended by approximately 100 members. The convention featured a variety of activities, including workshops, seminars, and a social evening. The SCMEA is a professional organization of music educators in South Carolina, and its primary purpose is to promote the highest quality of music education for all students in the state.

**SOUTH CAROLINA STRING
TEACHERS' ASSOCIATION**

ALL-STATE ORCHESTRA SCORES

For the second year, the Commission agreed to purchase music for the All-State Orchestra. The Orchestra being composed of the best orchestral



1969-70 FINANCIAL STATEMENT

INCOME

STATE APPROPRIATION (Administration)	\$ 52,713
STATE APPROPRIATION (Programming)	78,980
FEDERAL FUNDS	36,363
OTHER FUNDS	35

TOTAL INCOME

\$168,091

EXPENDITURES

ADMINISTRATION	\$ 52,713
PROGRAMMING	
Arts Organization & Artist Development	73,925
Audience Development	26,618
Arts Education	14,835

Total Programming

115,378

TOTAL EXPENDITURES

\$168,091

EXECUTIVE DIRECTOR'S REPORT

During the first two years of existence of this agency, we published, as part of this section, a list of arts events attended by the Executive Director and, in 1968-69, a list which included arts events attended by all staff members.

As that listing took three full pages last year and has become even more extensive this year, we have decided to discontinue itemizing it. Suffice it to say that this past year we have been busier than ever.

It has been my privilege and pleasure during 1969-70 to serve as a member of the State Title III Advisory Committee, the Department of Recreation Advisory Committee, the Executive Committee of the North American Assembly of State and Provincial Arts Agencies, and the National Endowment for the Arts Music Advisory Panel. While these activities are time consuming I believe that our agency and our State benefit proportionately.

It has also been my privilege to work for the past three years with Marvin D. Trapp who served as Chairman of our Commission from its inception and until July 1, 1970, at which time his term expired. Mr. Trapp displayed an unusual personal commitment and dedication to this job and I want to express my appreciation to him and all the Commissioners who have served and retired from the Commission over the three year period.

A word of thanks is also due to those of you who have taken the time to write your legislators concerning state and federal arts legislation. This is what keeps the wheels turning and we appreciate your help.

PLANS AND PROGRAMMING

The best laid plans of mice and men can go out the window in a lean budgetary year. Our State hit a lean year in 1970-71 and the budget requests of most agencies were cut drastically. Ours was no exception. We had requested an appropriation of approximately \$190,00 and were allotted about \$133,000. Obviously, many plans and programs had to be drastically curtailed, or cut out altogether. We are not discouraged about this set-back for three reasons:

1. We will receive increased federal funds during 1970-71.
2. This should give us a chance to catch up with ourselves and investigate other areas of potential funds which we have not had time for heretofore.
3. We have great hopes that our state appropriation will increase again in 1971-72.

So, our plans for 1970-71 are basically to continue the kind of programming which has been successful in 1969-70, shifting funds from one category to another where it seems useful and desirable. We do plan to start a program of in-school musical performances by small ensembles and small program of "in-service" training for our arts leaders. The year will also bring our first participation in the National Endowment for the Arts Dance Program and a cooperative effort with the SCMEA for an unusual annual conference.

In the meantime, keep those cards and letters coming and let us know how we can be of the most possible assistance to you.

1969-70

COMMISSIONERS & STAFF

COMMISSIONERS	TERM EXPIRES
Terrell L. Glenn, Columbia	1972
Henry Janiec, Spartanburg	1972
William S. Dowis, Jr., Florence	1972
Dr. Raymond O. Thigpen, Charleston	1971
C. W. Cole, Aiken	1971
Edith M. Cook, Laurens	1971
Marvin D. Trapp, Sumter, Chairman	1970
Dr. John R. Craft, Columbia	1970
Harlan E. McClure, Clemson	1970

SUBSEQUENT APPOINTEES	
Jack A. Morris, Jr., Greenville	1973
Dr. Leo F. Twigg, Orangeburg	1973
Dr. John C. Benz, Columbia	1973

STAFF

- David C. Sennema, Executive Director
- John M. Bitterman, Assistant Director
- Sadie Jenkins Battle, Administrative Assistant
- Helen A. Lupo, Secretary
- Mrs. Walker Breland, Staff Assistant
- Jeanette McDonald, Bookkeeper

EVENTS ATTENDED IN 1969-70 BY SOUTH CAROLINA ARTS COMMISSION EXECUTIVE DIRECTOR AND STAFF

- 81 ART EXHIBITS
- 7 ARTS FESTIVALS
- 1 ARTS/RECREATION WORKSHOP
- 20 CONFERENCES
- 3 CRAFTS SHOWS
- 2 CREATIVE WRITING WORKSHOPS
- 12 DANCE CONCERTS
- 65 DRAMA PERFORMANCES
- 5 FILM FESTIVALS OR WORKSHOPS
- 60 MUSIC EVENTS
- 16 RECEPTIONS AND SPEAKING ENGAGEMENTS

S. C. STATE LIBRARY

APR 3 1971