

Ford Foundation Commits \$5 Million to Strengthen Black and Hispanic Art Museums

The Ford Foundation today announced the first round of grants in a major new three-year, \$5 million initiative to invigorate and fortify America's leading black and Hispanic art museums.

Seven museums--three in New York, and one each in San Francisco, Boston, Puerto Rico, and Hampton, Virginia--will share in grants totaling \$840,000 to strengthen the care and management of their collections. In subsequent rounds of grants to other museums, these museums will be eligible for further support.

"We plan to help America's preeminent minority art museums address their curatorial and developmental needs," said Franklin A. Thomas, president of the Ford Foundation. "These institutions, many of them born of the civil rights movement or as part of the cultural expansion surrounding the Bicentennial, have become the nation's chief custodians of black and Hispanic culture. They also play an essential role in supporting contemporary black and Hispanic art through exhibition programs. Our intention is to encourage the kind of institutional maturation that will ensure the survival of their collections into the next century."

According to Ruth Mayleas, program officer for the arts at the Ford Foundation, "These museums' holdings encompass a wide range of work from nineteenth century Puerto Rican to pre-Hispanic Mexican to Harlem Renaissance, and many of these valuable collections are at risk. Black and Hispanic museums share with their mainstream counterparts the need to upgrade the care of their collections, yet they have far fewer resources to carry out this critical work."

The chief concern of the Foundation's arts program is to encourage the expression of the human spirit, a goal closely related to its work in support of education, human rights, and community development. It does this in part through initiatives that promote cultural diversity, thereby enriching the texture of American life. Foundation arts programs have offered training opportunities to minority artists, have broadened access to minority artists' work, and have strengthened minority arts institutions.

The new museum program grew out of two studies of twenty-nine black and Hispanic museums commissioned by the Foundation during

1986 and 1987. The studies revealed an economically fragile, yet programmatically vibrant, group of institutions with rich and varied holdings that illuminate the cultural history of black and Hispanic people in the United States. Most have strong links to the communities they were created to serve. They are, however, grappling with basic curatorial and administrative problems, and with a lack of adequate storage and other facilities.

The study identified the care and development of collections, strengthening management, and staff training as priority concerns. This first round of grants focuses on care and maintenance to the collections.

The Ford Foundation, established in 1936, is a private, nonprofit institution committed to preserving peace and advancing human welfare. A national and international philanthropy with an endowment of approximately \$5 billion, the foundation has granted some \$7 billion to more than 9,000 institutions and 100,000 individuals worldwide. The Foundation maintains headquarters in New York City and has offices and sub-offices in fifteen countries in Latin America, Africa, and Asia.

CONSTRUCTED IMAGES: NEW PHOTOGRAPHY



The 150th anniversary of the invention of photography was celebrated at the Studio Museum in Harlem during the gala opening of Constructed Images: New Photography and will be on display until Sept. 24. The exhibition includes photographs composed by 15 Black and Latin artists which involve complex social and political issues, and reflect new ideas for the future of photography. Supported by the Eastman Kodak Company, the exhibit is part of the Schomburg Center's Traveling Exhibition Program.

Pictured here (left to right): Frank Carbee, Kodak vice president/northeast region; Essie Calhoun, Kodak's director of community relations; Councilman Hilton B. Clark (D-Harlem) of District 5; Kinshasha Conwill, The Studio Museum director and Raymond H. DeMoulin, vice president and general manager of Kodak's professional products division.

BURRELL PUBLIC RELATIONS FORMS HISPANIC DIVISION

To strengthen and expand its segmented marketing capabilities, Burrell Public Relations Inc., the country's largest minority-owned public relations agency, has established a Hispanic Marketing Division, accord-

ing to James H. Hill, the agency's president and chief operating officer. The new operation will be headed by Myrna Gutierrez, who has been named director-Hispanic Marketing Division. She will report to

Hill. "Combining Burrell's 18 years of experience in segmented marketing with Ms. Gutierrez' communications background and knowledge of the Hispanic market, complements our current business direction and greatly expands the agency's expertise in segmented marketing," said Hill.

Prior to joining Burrell Public Relations, Gutierrez was manager, international communications for Westinghouse Electric Corporation, Pittsburgh. While at Westinghouse, Gutierrez was responsible for the corporation's overseas communications in over 20 countries. Prior to that, she was manager, community relations, and coordinator, communications for 7UP/RC Bottling Companies of Southern California. Her responsibilities included corporate image advertising, media relations and employee communications for the Southwest and Puerto Rico.

Burrell Public Relations Inc. is a division of Burrell Communications Group, which also includes Burrell Advertising and Burrell Consumer Promotions. The Chicago-based public relations firm has conducted programs for such major companies as McDonald's Corporation; Kraft General Foods Group; Citicorp/Citicorp Savings of Illinois; Sara Lee Corporation; Brown-Forman Beverage Company; Polaroid Corporation; Illinois Department of Public Aid; Procter & Gamble, and the National Field Selling Association.



BLACK OFFICIAL TO HEAD EMPLOYMENT STANDARDS ADMINISTRATION

Labor Secretary Elizabeth Dole has applauded the Senate's confirmation, by unanimous consent, of William C. Brooks to be assistant secretary for the employment Standards Administration (ESA).

Brooks will oversee the Wage-Hour Division, the Office of Federal Contract Compliance Programs and the Office of Workers' Compensation Programs. ESA is the largest agency within the Labor Department.

In welcoming Brooks, Secretary Dole said "I am very proud that we have an appointee of such high caliber. Bill Brooks has a strong background in all aspects of personnel and has served the General Motors Corporation in executive positions for over 15 years."

From 1973 until January 1989, Brooks served in various executive positions at GM corporate headquarters and its field operations. His prior federal government service included the Office of Management and Budget, the Department of Defense, the Department of Labor, and the Department of the Air Force.

Brooks was executive director of personnel administration for the General Motors Corporation based in Detroit. "I look forward to returning to Federal government in an area where both Secretary Dole and President Bush have such a deep commitment. It is my sincere desire to improve the quality of life for every American worker," he stated.

A graduate of the Advanced Management Program at Harvard's Business School, Brooks has a bachelor of arts degree from Long Island University and an MBA from the University of Oklahoma. He was awarded an honorary doctorate of humane letters from Florida A & M University.

A native of St. Genevieve, Mo., Brooks has participated in numerous community activities, including a Member of the Board of Directors for the Detroit Urban League, the Detroit area chapter of the Boy Scouts of America, the Economic Action Committee of New Detroit, Inc., and the National Black MBA Association--from which he received the "Outstanding MBA of the Year Award" in 1980. Last year he received the Detroit City Council's "Recognition" award and the "Spirit of Detroit" award. Brooks is married and has three children.

The Employment Standards Administration implements and enforces labor laws pertaining to the minimum wage, child labor, affirmative action and nondiscrimination, and workers' compensation.

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