



October 2002 • Volume 1, Issue 1

Welcome to the first issue of Texas Foundation for the Arts' new publication, TFA Update.

Texas Foundation for the Arts is a non-profit 501 (C)(3) organization dedicated to providing a positive environment for the growth of the visual and performing arts throughout the state of Texas and beyond by:

- Recognizing and promoting artists and cultural arts organizations;
- Encouraging young artists to pursue their artistic talents; and
- Heightening global awareness for Texas' rich cultural environment.

Through this newsletter, we will highlight current and upcoming projects, share success stories, and provide updates on fundraising efforts and sponsorship opportunities.

Art in its many forms enhances all of our lives and reflects the times in which we live. The arts create jobs, increase the local tax base, boost tourism, spur growth in related businesses and improve the overall quality of life for our cities and towns. We're proud to enable the depth and breadth of local artists to be seen by audiences throughout Texas.

www.texarts.org



TFAUpdate

DOCUMENTARY FILM PREVIEW PARTY More than 200 civic leaders, educators, arts supporters and business leaders turned out in Houston on October 3 for a sneak peek of Texas Foundation for the Arts' one-hour documentary film, "The Prairie View A&M Story," which begins airing on PBS channels throughout Texas this month.

The film, produced by Sunset Productions, provides a riveting look at the birth, evolution, and impact of Prairie View A&M in Texas and the U.S. over the last 125 years.

The preview event, sponsored by film sponsors Duke Energy and Fulbright & Jaworski L.L.P, featured excerpts from the film. **Don Clark**, the former head of the Houston FBI office and a Prairie View A&M alumnus, served as emcee. In his opening remarks, Clark said, "We should all be proud of the fact that a little land-grant college that started out as a cotton plantation tended by slaves has now grown to be a major contributor in this society."

From Brooms to PhDs

Prairie View A&M University is the second oldest public institution of higher learning in Texas—and it almost didn't survive.

The college was founded to educate blacks in the post-Civil War era. Racial mistreatment and shortage of funding were just two of the challenges students and faculty faced. Today, the country school that started out teaching broom making is one of America's largest and most influential Historically Black Colleges and Universities (HBCUs). The university consistently produces some of the nation's top engineers, nurses, teachers, architects, business and military leaders.

Prairie View A&M is open to all students regardless of race or color, and continues to be a focal point for African Americans in the state. Its role is essentially the same role it had when it was

created in 1876: to provide opportunity, access and a quality education to those who might otherwise be left behind.

"The rise of Prairie View A&M is a key part of Texas' history," said Sunset

"The Prairie View A&M Story" will premiere on PBS, KUHT-TV Channel 8 on October 29 at 9:00 p.m. and will subsequently be made available to all PBS stations in Texas

Productions filmmaker **Jim Bailey**. "Its story is a lesson in determination and survival against all odds...and a celebration of 125 years of achievement."



Steve Pfeiffer, incoming chairman of Fulbright & Jaworski L.L.P. and Fred Fowler, group president, Energy Transmission for Duke Energy, flank Prairie View A&M Interim President Willie Tempton at "The Prairie View A&M Story" reception.

Sponsors Embrace Prairie View A&M's History and Enduring Spirit

Prairie View A&M's 125-year history struck a chord with the corporate sponsors of "The Prairie View A&M Story," who were drawn by the remarkable resolve demonstrated by Texas' second-oldest public institution of higher learning.

"Viewers will see how perseverance plays a part in survival," said **Fred Fowler**, group president Energy Transmission for Duke Energy, one of the six sponsors of the one-hour documentary film, which is being aired on PBS in Texas.

"When the chips were down, which happened often during the 125 years of the school, Prairie View A&M kept plugging along. And the results are seen today with the school's strong academic programs," Fowler said. Other underwriters—Fulbright & Jaworski, H.E.B. Grocery Stores, Smith, Graham & Company, the Linda and Ken Lay Family, and Shell Oil—believe that can-do spirit, the university's important role in the community and its rich history is a story that can be a source of inspiration for others.

"Projects and educational programs that bring Texas history to light are of great interest to us," said **Gus Blackshear**, chairman of Fulbright & Jaworski L.L.P. "We have a strong presence in Texas with offices in Houston, Dallas, Austin, and San Antonio. Texas Foundation for the Arts is working to bring interesting television programming to the people of Texas—we're proud to be a part of their efforts."

"Viewers will see how perseverance plays a part in survival."

A L E N S O N T E X A S COURTHOUSES

Texas Foundation for the Arts' next project is a series of four 30-minute television documentaries and educational videos that will bring Texas' historic county courthouses to life.

Research trips to North Texas and Central Texas have already taken place. The project is expected to begin filming in early 2003.

Executive Director *Kim Lykins* said the project will showcase the architectural beauty, as well as the cultural significance, of these grand "palaces of the prairie" and underscore the importance of preserving Texas' historic buildings.

Fulbright & Jaworski L.L.P., one of the largest law firms in both Texas and the nation, has already signed on as a major sponsor, joining the Strake Foundation and the Albert and Ethel Herzstein Charitable Trust. Other interested underwriters should contact Texas Foundation for the Arts, 713.529.0787, for additional information.



1400 Hermann Drive #7E
Houston, TX 77004
713.529.0787
www.texarts.org

ADDRESS CORRECTION REQUESTED

