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Heinz Family Office
1201 Penn Ave
The Heinz
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PERSONAL AND CONFIDENTIAL

WDC 20004

August 28, 1995

FAX 202 737 7724

Mr. George Gerbner, Professor Emeritus
The Annenberg School for Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104

Katie
ENBY

DC 202 737 5652

Dear Mr. Gerbner:

I am writing on a matter of some sensitivity and hope that you can provide some insight. Fred Rogers, President of Family Communications, Inc., has been nominated for a Heinz Award. In order to properly assess the merits of his nomination, I am contacting a small number of people who may be familiar with Mr. Rogers' work.

The Heinz Awards have been recognized as among the nation's largest and most prestigious awards programs. Created by the Heinz Family Foundation as a tribute to the late U.S. Senator John Heinz, the Heinz Awards recognize individuals whose spirit, vision, and achievements have made a significant difference in one of five areas: Arts and Humanities, the Environment, Public Policy, Technology and the Economy, and the Human Condition. As many as five awards are given annually, one in each category, and each includes a cash prize of \$250,000.

Last year's recipients were documentary film producer Henry Hampton, environmentalists Paul and Anne Ehrlich, child welfare advocate Geoffrey Canada, nuclear arms negotiator James Goodby, and computer pioneer Andrew Grove. As demonstrated by the spirit and actions of the individuals honored in 1994, the Heinz Awards are designed to spotlight the continuing power of caring individuals to advance the state of knowledge and to improve the lives of others. In each category, the Awards recognize tangible accomplishments with application elsewhere.

But they are also intended to reward intangible qualities of spirit, such as vision, joy, optimism, intellectual curiosity, an informed willingness to take risks, and the determination to make the world a better place. These qualities are extremely difficult to measure, except by those with personal knowledge of the individual.

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That's why we need your help. Mr. Rogers has been nominated in the category of Arts and Humanities. We are asking you for a one to three page letter which includes your frank assessment of his accomplishments and a description of the spirit that inspires and guides him.

Finally, we ask that you keep this request and your response to it confidential, and that you not discuss it with the nominee. We expect many qualified nominees and do not wish to raise expectations for anyone unnecessarily. Since nominations remain eligible for three years, we would request your confidentiality for that extended period of time. Let us also assure you that your response will be entirely confidential as well.

It would be helpful to hear from you by September 11. We have enclosed a return envelope for your convenience. If you have any questions about the Heinz Awards program, don't hesitate to contact me at the Heinz Family Foundation at (412) 497-5775. We are grateful for your assistance.

Sincerely,

A handwritten signature in black ink, appearing to read "Diane Martz", written in a cursive style.

Diane Martz
Awards Program Officer

THE HEINZ AWARD IN ARTS AND HUMANITIES

N E W S L E T T E R

FALL '97

*“Ideas have no walls;
they have no borders.
The only barrier
to ideas is
the limit of human
imagination.”*

John Heinz, 1987

The nominations for the 1997 Heinz Award in Arts and Humanities are currently in the hands of the jurors, who are gathering in Pittsburgh in October to make their recommendations to the Heinz Awards Board of Directors.

The Directors will in turn select the recipient for the award and its unrestricted cash prize of \$250,000. The Heinz Award is one of the largest individual achievement honors in the world.

The Arts and Humanities award is one of five presented annually by the Heinz Family Foundation of Pittsburgh. The others recognize individuals for their contributions in the Environment, the Human Condition, Public Policy, and Technology, the Economy and Employment.

First presented in 1994, the Heinz Awards honor the late Senator H. John Heinz III, who died in a 1991 plane crash. They were created by his widow, Teresa Heinz, Chairman of the Heinz Family Foundation, who sums up the criteria this way: “The Heinz Awards celebrate the vision and the spirit that steer potential toward noble ends and produce achievements of lasting good.”

Each award category reflects a major interest and concern of the Senator. He was, for example, a forceful and effective advocate for the arts and humanities, believing them to be superb ways for a society to express its best thinking and feeling—its very essence.

This year’s award, given at a time when public funding for the arts is the subject of great debate, may help refocus public attention on the incontrovertible value to society of the arts and humanities.

Although the awards are young, the breadth and depth of their criteria have quickly distinguished them from other prizes in their fields.

“Like all the Heinz Awards, but unlike many others, the prize in Arts and Humanities is neither a lifetime achievement award nor an honor for a single piece of work,” says Program Officer Diane Martz. “The jurors and Board consider the overall significance of an individual’s body of work to date, with the expectation that there will be more to come.”

While the Arts and Humanities prize can honor individual creators and thinkers, it can also be awarded to those who help others appreciate works of art and literature, for instance those who teach, interpret, preserve or restore.

In addition, the Heinz Awards look beyond the work itself to consider the human qualities of the person doing the work, in effect honoring intention as well as achievement. The awards go to people who have clearly demonstrated:

- A passion for excellence that goes beyond intellectual curiosity
- A concern for humanity rooted in a deep sensitivity for the well-being of others
- A determination that sees work through to completion despite setbacks
- A broad vision that looks past the particular to see the universal

How does the 1997 Arts and Humanities nominee group compare with those of previous years? Says Diane Martz, “The quality is superb and the mix is rich. The nominators have done an excellent job, and I believe the jurors will be well challenged as they make their recommendations this year.”

POET LAUREATE FINDS HEINZ AWARD IS 'ENERGIZING'

Rita Dove— Pulitzer Prize poet, novelist, playwright, and recipient of the 1996 Heinz Award in Arts and Humanities— believes current attacks on public funding for those areas are at odds with the wishes of many Americans.

Ms. Dove's travels during her recent terms as U.S. Poet Laureate provided ample opportunity to take the "poetic pulse" of the country, and she finds the pulse strong.

"I see more interest in and involvement with art and humanities than there was even 10 years ago," she says. "For example, on the Internet there is impassioned dialogue about poetry and literature from very ordinary people, not just academics or writers. And book clubs and reading groups are springing up everywhere. There is clearly a real hunger, a yearning to contemplate our relationships with each other and with the planet."

But, she says, "Our lawmakers are oblivious to that hunger, and that makes a schizophrenic situation— because, from what I see, most people have no problem whatever with the National Endowments."

Ms. Dove won the 1996 Heinz Award in Arts and Humanities for her success in breathing new life into the essence of poetry, and for her continuous work in introducing Americans to its joys.

Heinz Award Unique

What has receiving the Heinz meant to her? "It was immensely energizing", she recalls, "and it was especially uplifting because, unlike so many other prizes, it brings together arts and humanities; they are too often divided but in reality they are seamless. The Heinz Award is alone in recognizing that."

Ms. Dove continues to teach at the University of Virginia, where she is Commonwealth Professor of English. And these days she has the luxury of increased time for her writing. "That's one of the great things winning the Heinz Award is doing for me," she says. "I don't have to be on the road so much. I still go around the country and talk with people about poetry, and I always want to do that— but now I know my daughter's college tuition won't fall by the wayside if I spend more of my time staying here and writing."

These days, Ms. Dove is anticipating the November Kennedy Center opening of her verse play "The Darker Face of the Earth," which she describes as "loosely based on the Oedipus tragedy but set on a slave plantation in South Carolina." She is also working on her second novel— and, as always, on more poetry, and on ways to help people learn to enjoy it.

"The anxiety level does rise when people confront poetry," she says. "It can be frightening to talk about a poem if you're profoundly moved by it: how can you say something meaningful about the smallest number of words used in remarkable ways— particularly if you've been told at one time or another that your interpretation is 'wrong'?"

"But let's talk; let's accept that we'll probably all sound like babbling idiots at first. If we simply allow ourselves to enjoy poetry, we'll soon learn to talk about it. And we'll be glad we did."



THE HEINZ AWARDS PROCESS AT A GLANCE

JANUARY

The national Council of Nominators, comprising people with expertise in the awards areas, is invited to submit nominations by mid-March. In the interests of privacy and fairness, nominators agree to remain anonymous, and nominees are unaware they are under consideration for a Heinz Award.

MID-MARCH TO EARLY AUGUST

Program Officers research new nominations, update previous submissions (nominations are considered for three successive years), and prepare an executive summary of each.

EARLY SEPTEMBER

Executive summaries are sent to the members of the five juries for their individual review and consideration.

OCTOBER

Awards juries gather separately in Pittsburgh and spend a full day discussing nominees. At day's end, each jury forwards three to five recommendations to the Board of Directors. The Board considers jury recommendations and determines who will receive a Heinz Award. Recipients are selected without regard to race, sex, color, creed, national origin or sexual orientation.

NOVEMBER

Heinz Award recipients are announced publicly and celebrated at a gala event hosted by Teresa Heinz, below.

Besides Rita Dove (1996), left, past recipients of the Heinz Award in Arts and Humanities are:

- Beverly Sills (1995), the opera diva whose stellar stage career was capped by her role as Chairwoman of Lincoln Center
- Henry Hampton (1994), the documentary film producer whose work—including “Eyes on the Prize” and “The Great Depression”—has been described by reviewers as “history as poetry”



TIME, COMMITMENT REQUIREMENTS FOR HEINZ JURORS

The Heinz Awards Board of Directors makes the final decision as to who will receive the award—but the choice is based on the recommendations of a national jury comprising men and women with expertise and experience in the award category.

Two who have served on the Arts and Humanities jury say the work requires time, energy and commitment—but brings abundant satisfaction.

Jurors: University President, MacArthur “Genius” Winner

Leo J. O’Donovan, S.J., is President of Georgetown University and a member of the National Council on the Arts of the NEA. William Strickland is Executive Director of the Manchester Craftsmen’s Guild in Pittsburgh, Pennsylvania—a not-for-profit organization that gives inner-city youth exposure to and experiences in the arts. For his work with the Guild, Strickland has won a MacArthur Foundation “genius grant” award.

The work of the jurors begins early in September when they receive from the Program Officer extensive information on each nominee. Although jurors are generally familiar with the work of the nominees, Father O’Donovan says, “The information we receive is excellent background for our deliberations: it’s thorough, carefully documented and without bias. We study it extensively.” Jurors are free to call on the Program Officer for any additional material they want.

Approximately one month later, the jurors gather at the Heinz Family Foundation’s Pittsburgh offices to spend a long and highly structured day reviewing and discussing every nominee. “People advocate strongly for their ideas,” says Bill Strickland. “There are no shrinking violets in this process. But we listen to each other and respect the different strengths and talents represented on the jury, and ultimately, it’s the blending of our experiences that makes the outcome.”

The nominees typically range from the lesser known to the celebrated, and jurors regularly debate at what point in a career the Heinz Award is most appropriate. “I personally incline towards those whose stories are not quite so well known because they may inspire others to reach for similar achievement,” says Father O’Donovan. But Strickland holds another view: “I believe the recognition should come at whatever point the jury decides the sum total of the person’s work is worthy of the award—and that could be early, mid-career or late,” he says.

Unlike many other awards, the Heinz Award considers not only the excellence of the work but the human qualities of its creator. Asked about that, Father O’Donovan quotes a favorite poet: “Yeats says you have to choose between the perfection of the life

and the perfection of the work. But, the Heinz Award doesn’t make that choice; it deals with convergent criteria. Does that make the jury’s work more difficult? Of course—but it also makes the award more meaningful.”

Both Father O’Donovan and Bill Strickland have served three years on the Arts and Humanities award jury. Why are two extraordinarily busy men willing to commit the time and effort required? Bill Strickland, for whom Senator John Heinz was advisor, mentor and friend, says simply, “The Heinz Awards celebrate the values John represented, and it’s an honor to be a part of that.”

Adds Father O’Donovan, “And if the awards reflect the Senator, one might well imagine that he would be pleased to see himself reflected in the awardees.”

Who are the men and women who have juried the Heinz Award in Arts and Humanities for the past three years? Besides Father Leo O’Donovan and William Strickland, they have included:

- J. Carter Brown, Director Emeritus, National Gallery of Art
- Robert Brustein, Artistic Director, American Repertory Theatre
- Sarah Caldwell, Director, Opera Company of Boston
- Lynne Cheney, Distinguished Fellow, American Enterprise Institute for Public Policy
- Frank Conroy, Director, Iowa Writers Workshop, University of Iowa
- Jill Ker Conway, Author and Visiting Professor, Massachusetts Institute of Technology
- Robert Aubry Davis, President, RADMAN Productions and public broadcasting producer and host
- Richard Dreyfuss, actor and historian
- Lorin Maazel, former Music Director, The Pittsburgh Symphony
- Edmund Morris, biographer and historian
- Martin Prekop, Dean, College of Fine Arts, Carnegie Mellon University
- Mstislav Rostropovich, Conductor Laureate, National Symphony Orchestra
- Steven Spielberg, Amblin Entertainment, Inc.
- Felisa Vanoff, Sunset Gower Studios
- W. Richard West, Director, National Museum of the American Indian
- James Wolfensohn, President, The World Bank

Heinz Award jurors, although leaders in their fields and—in many cases—winners of major awards, are not themselves eligible to receive a Heinz Award while serving on the panel.

HEINZ NOMINATORS ARE ON "LOOKOUT" AROUND THE YEAR

Recipients of the Heinz Award represent the peak of a pyramid whose base is a carefully selected nationwide Council of Nominators.

The nominators, all of whom have mastery in at least one of the award fields, include representatives from both the public and private sectors, education, "think tanks," advocacy organizations, media and more. Although they are not themselves eligible to receive Heinz Awards while active in the program, many have won other premier prizes.

While nominators remain anonymous throughout the process, the nominator who proposed 1994 Arts and Humanities award recipient Henry Hampton for consideration responded to questions about her work with the awards.

How do potential nominees come to your attention?

It's a year-round process, really: I'm always on the lookout for good candidates. Because of the work I do (the nominator is a media executive), I tend to come into contact primarily with the work of people in the arts, but I also try to keep abreast of what's going on in the other awards areas.

What's the most important quality you look for?

Superior work is a given— but I look beyond that. I nominate people who are change agents: passionate, talented visionaries whose work makes a real difference. Henry Hampton is an example: he took what to many people were just a series of events and made history of them. The whole country learned from him.

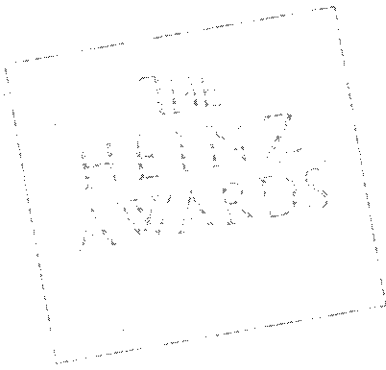
What do you submit when you nominate?

I complete the nomination form, of course, but I also write a statement about why I believe the candidate is well qualified for the Heinz Award. Depending on the situation, I'll also send along some of the candidate's work and perhaps some biographical material or whatever else I think might be useful in the decision-making process.

Are you looking in any particular directions now for nominees?

As always, I'm looking everywhere, but, yes, I'm considering a number of people who've made a difference in the role of women in this country. I'm not going to say much more about that now— but it's an interesting area to think about, and that's what I'm doing.

1997



HEINZ FOUNDATION
CONFIDENTIAL

Thank you for submitting a nomination for the Heinz Award. As a nominator, you are expected to keep your nomination confidential during the nomination process. Your nomination will be reviewed by the Council of Nominators and the Heinz Foundation. The nomination form and any supporting materials will be kept confidential and will not be shared with the public. The nomination form and any supporting materials will be kept confidential and will not be shared with the public. The nomination form and any supporting materials will be kept confidential and will not be shared with the public.

HEINZ MEDALLION VISIBLE SYMBOL OF AWARD HONOR

The most visible symbol of the Heinz Awards is the solid silver medallion presented to recipients.

On one side is the image of H. John Heinz III, in whose honor the awards were created. Beneath his image is the phrase "Shared Ideals Realized," taken from a 1990 speech in which he said, "I believe what makes a society thrive are citizens determined to see shared ideals realized— realized not just for the select few, but, as our pledge says, 'for all'."

On the reverse side is an image designed by the Senator's oldest son, John. It features two hands with a globe between them, suggesting multiple meanings: people working together to protect something they value, the passing of stewardship over the earth from one generation to the next, and the continuity of life as essential values and attributes of the Senator are carried forward in other people— among them, the Heinz Award winners.

AWARDS BOARD

The Heinz Awards Board of Directors ultimately determines who will receive the award, basing the decision on the three to five recommendations forwarded by the jury. The Board carefully reviews each nomination, considers jury comments and then makes its selection.

Members of the Board include:

- (Chairman) Teresa Heinz, wife of the late Senator John Heinz and Chairman and CEO of the Heinz Family Foundation
- Ronald R. Davenport, Chairman of Sheridan Broadcasting Corporation and former Dean of the Duquesne University School of Law
- Wendy Mackenzie, Executive Director of New York ChoicePac, a bipartisan pro-choice committee for New York State and step-sister of John Heinz
- Joan D. McCauley, a 20-year member of the Board of the San Francisco Museum of Modern Art, founder and CEO of Pacific Design Associates, one of America's pioneering female aviators, and John Heinz's mother

- The Honorable William W. Scranton, Sr., former Pennsylvania Governor and former United States Ambassador to the United Nations
- Theodore E. Stebbins, Jr., John Moors Cabot Curator of American Paintings at Boston's Museum of Fine Arts
- S. Donald Wiley, former Senior Vice President, General Counsel, and Secretary of the H.J. Heinz Company and currently a member of its Board of Directors

For further information about the Heinz Award in Arts and Humanities, please contact:

Diane Martz, Program Officer
dmartz@heinz.org

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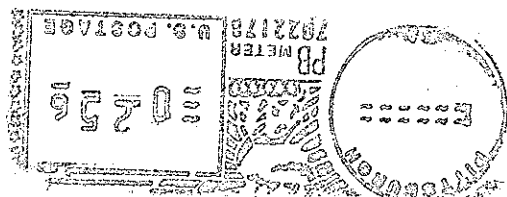
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