

EXTERNAL RELATIONS AND CAPITAL CAMPAIGN REPORT

Building for the future



H. P. (PETE) CLAUSSEN
Board member

"The unprecedented generosity of our donors and sponsors—with the leadership of Kenneth E. Behring and Dorothy Lemelson—is a strong endorsement for the Museum's transformation. Our foundation of support is growing, and we're setting the stage for innovation and significant national outreach."

RIGHT: Dorothy Lemelson
BELOW: Kenneth and Patricia Behring



Dynamic supporters enable the Museum to engage the public in the American story more effectively. The Museum's physical and intellectual transformation depends on building relationships with diverse groups—including the United States Congress, corporate and foundation partners, the Museum's Board, and other individual supporters.

Building these relationships is a continuous process led by the Museum's External Relations and Development staff. This report highlights some of these important relationships and describes just a few of the activities presented in the last fiscal year in support of the Museum's successful exhibitions and programs.

Generous benefactors

The Lemelson Foundation's commitment to the Museum reached \$40 million this year with a gift of \$14.5 million to endow the Jerome and Dorothy Lemelson Center for the Study of Invention and Innovation. The Center's programs and exhibitions honor the ingenuity and creativity that is such an important part of our history. Additional support from the Lemelson Foundation made possible the exhibition *Nobel Voices—Celebrating 100 Years of the Nobel Prize*, and is supporting the development of a major traveling exhibition, *Invention at Play*. Meanwhile, the Lemelson Center's vibrant educational programs—including "Innovative Lives" and a series of electronic field trips—involve young people in the excitement of discovery.

Kenneth E. Behring's unprecedented gift of \$80 million in support of the Museum's revitalization, announced last year, has allowed us to make significant progress in planning. As a result of Mr. Behring's gift, public space design is under way, and a preliminary study for the Museum's central core will be completed in the summer of 2002. This physical transformation will involve redesigning and renovating 250,000 square feet of the building: adding a welcome center where people begin their visit, creating permanent thematic exhibitions, integrating state-of-the-art interactive and multimedia presentations throughout, and developing new public and educational programming.



Diverse relationships

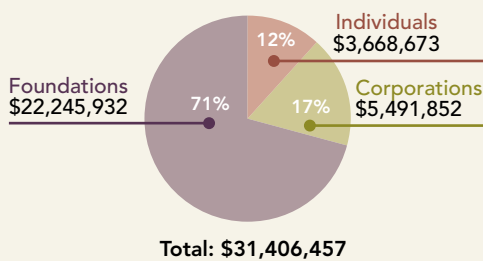
Each year, many individuals build relationships with the Museum. They include people like Sigmund Shapiro—jazz enthusiast and a dedicated supporter of the jazz programs at the Museum—and Susan and Elihu Rose—early and generous supporters of *Legacies: Collecting America's History at the Smithsonian*, Steven Lubar and Kathleen M. Kendrick's book about the Museum's collection. Edward and Nancy Rice believe in the value of interactive learning, so they have committed the Rice Family Foundation's support to the innovative programming of the Hands On Science Center and the Hands On History Room. Some individuals enrich the collections with their contributions. Teodoro Vidal, who was honored this year at the Museum, has donated his collection of more than 3,200 artifacts of Puerto Rican material culture.



Each of these relationships translates a personal passion for history and learning into a contribution toward education, enjoyment, and excellence that benefits a broad audience.

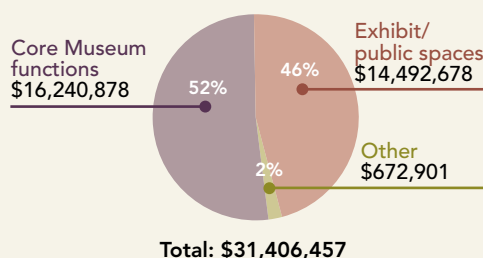
Corporate relationships also take many forms. The Museum's partnership with the National Association of Realtors for *Within These Walls...* supports the Museum at its best—a fascinating exhibition, an award-winning website, and enriching educational and public programs. The History Channel's productive partnership continues to produce noteworthy results—this year, teacher resources for *The American Presidency* resulted in the prestigious Beacon Award. A long-term relationship with Merck—which helped launch the Hands On Science Center with a \$500,000 gift—has yielded consistent support for the

Funds raised by source*, fiscal year 2001



* Cash and pledges

Use of funds, fiscal year 2001



Museum's educational mission.

Internal relationships also contribute to the Museum's external success. External Relations and Development staff members' participation on planning teams—for exhibitions and for the Museum's renovation—help them articulate the Museum's goals for the funding community and the public. Internal collaboration helps the office provide effective support through special events, fund-raising, and public-awareness efforts.



GEORGE CLEMON FREEMAN JR.
Board member

"Our goal is to build an active Museum Board with a national, representative, profile that will help communicate a vision for expanded national outreach and education."



FROM ABOVE LEFT: Edward and Nancy Rice with their children; Teodoro Vidal talking with a Puerto Rican straw hatmaker

National media outreach

National media outreach enables the Museum to share its programs, exhibitions, and staff expertise across the United States. This year, the Office of Public Affairs promoted more than 25 exhibitions, programs, donations, and awards. According to Melinda Machado, director of Public Affairs, "Our proactive public relations strategy allows us to reach many audiences, drawing them to our exhibitions, websites, and public programs. Through the media, we can expand the public's knowledge and pique their curiosity about the national collections."

Among the highlights:

- **Extensive media interest in *The American Presidency: A Glorious Burden*.** Nearly 30 New York–based media outlets attended the September 27, 2000, press preview in New York City. The November 2000 opening attracted major print and television attention, including NBC's *Today*, ABC's *Good Morning America*, *The Atlantic*, *Vanity Fair*, top daily newspapers, and live C-SPAN coverage.
- **Flag Day 2001 coverage of the Star-Spangled Banner.** Media coverage focused on the release of the *State of the Flag Report* and the exhibition *Snippings from the Star-Spangled Banner*, including live reports on NBC's *Today*, CBS's *Early Show*, and CNN; features on four major networks and their affiliates; and more than 180 articles in newspapers nationwide.
- **Enthusiasm for *Paint by Number*.** Media requests continued throughout the 10 months that the exhibition was on view. Extensive print coverage included repeated mentions in *USA Today*, which has a circulation of 8 million, and multiple mentions in the *New York Times*, *Los Angeles Times*, *Washington Post*, and *Chicago Tribune*. Three morning shows featured the exhibition—*Today*, CBS's *Sunday Morning*, and the *Early Show* on June 22 with an audience of 2.7 million. Periodical coverage included *Smithsonian* magazine, *Reader's Digest*, *The New Yorker*, and home-decorating and art magazines. Media impressions totaled more than 70.2 million.
- **Excitement over *HistoryWired*.** User traffic was so heavy following the press launch of this website—an estimated 34,000 unique visitors—that the Smithsonian server crashed. Advance stories included the *New York Times* "Circuits" column, CBS *Marketwatch*, and *USA Today*'s website. Nine TV crews attended the press event, and CNN featured a live broadcast demonstrating the site. Media impressions totaled approximately 10 million.



FROM ABOVE: Melinda Machado; Museum director Spencer Crew films an interview; a media event at the Museum





Special events

The Office of Special Events organized more than 200 events during the past fiscal year—from festive exhibition openings to receptions and dinners for corporate partners and other professional and trade associations. These events recognized friends of the Museum, involved a variety of constituencies, and celebrated the Museum's accomplishments.

Dorothy Lemelson was honored for her generous continuing support of the Museum at an opening reception for the Lemelson Center's exhibition *Nobel Voices*. Presidential fam-

ily members—including John S.D. Eisenhower, Tricia Nixon Cox, and Jack Ford—were among the guests at *The American Presidency* opening dinner, where period table settings and menus recalled the eras of George Washington, James Monroe, Abraham Lincoln, Theodore Roosevelt, and John F. Kennedy. Guests at an enjoyable *Paint by Number* opening reception tried their hands at a paint-by-number creation.

Among the diverse group of donors that held events at the Museum throughout the year were Abbott Labs, IBM, the National Collegiate Honors Council, Pizza Hut, Putnam Investments, the San Antonio Chamber of Commerce, Scott Foresman Publishing, Western Union, and the Association of Graduates, United States Military Academy.



SEN. THAD COCHRAN
(R-Mississippi)
Board member and
member, Smithsonian
Board of Regents

"A healthy public-private partnership that includes the administration, Congress, private citizens, corporations, and foundations is one of the Museum's greatest assets. It is fitting that support for the nation's history museum comes from every sector of our country."

Opportunities for giving

A partnership of public and private support sustains the mission and programs of the National Museum of American History, Behring Center and enables the Museum to plan for a vibrant future. The Museum welcomes your participation at any level and for a range of purposes. If you would like to make a contribution, or if you would like to explore the possibility of a gift, please contact:

John McDonagh, Chief Development and Campaign Officer
Office of Capital Campaign, External Relations, and Board Liaison
National Museum of American History, Behring Center
P. O. Box 37012
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FROM ABOVE LEFT: Guests at an opening event for *The American Presidency*; a seated dinner in the *First Ladies Hall*; one of a pair of painted wood eagles given by Joel Barlow in 1965