

# Stewart Udall and the Politics of Beauty

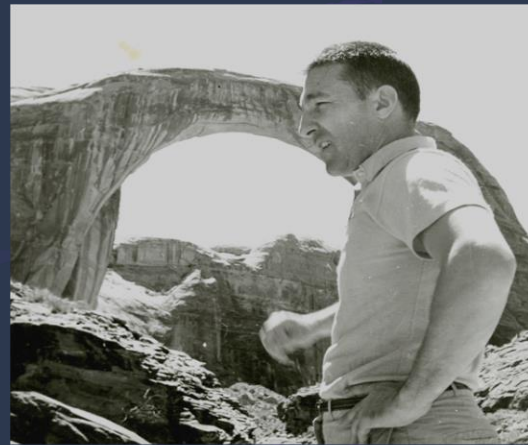
A documentary film

**We need your help** to make a feature length film designed for Public Television broadcast profiling political leader Stewart Udall, who left a profound legacy of conservation and environmental justice as Secretary of the Interior during the Kennedy and Johnson administrations.

More importantly perhaps, Udall called on all Americans to move away from our emphasis on economic growth and consumerism and toward **quality of life**, and a new politics centered on beauty, frugal living, appreciation of nature and the arts, and a recognition of the Earth's limits.

This film will be widely used by activists and in the classroom to inspire environmental stewardship, social justice and the less polarized approach to politics that Udall successfully pursued.

We hope this power point will give you a sense of the film, and the quality of our advisors and production team. Udall's story offers an example of courage and visionary thought that will move many Americans to reflection and action.



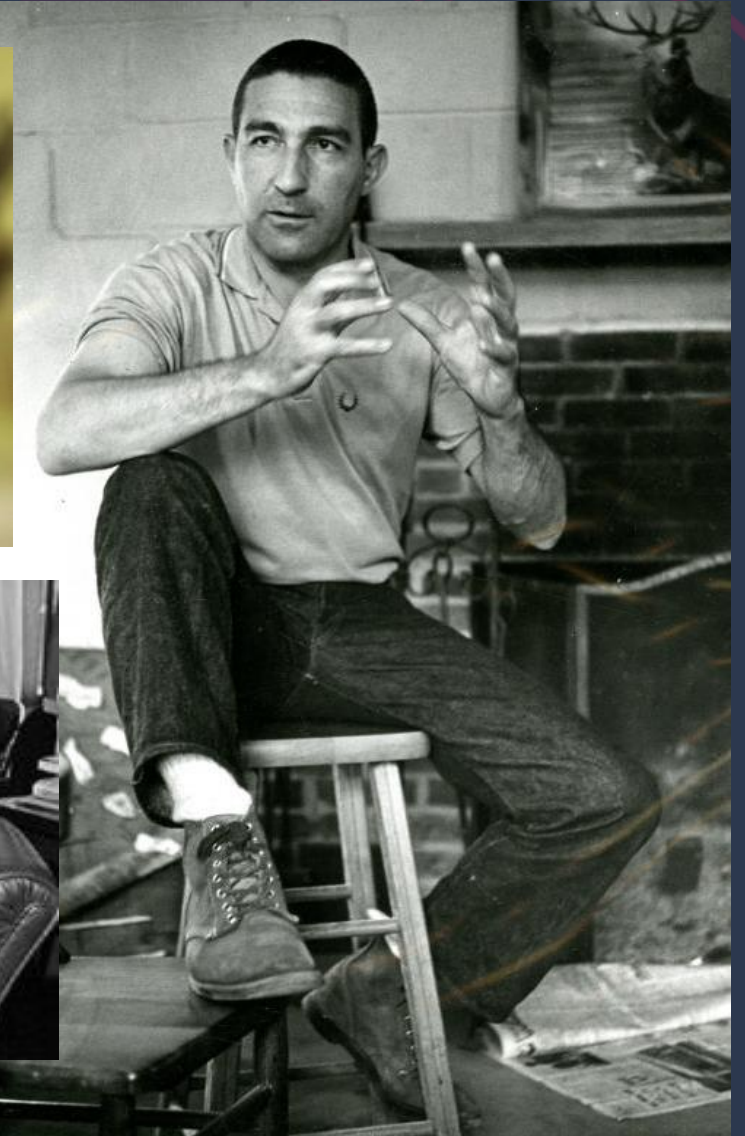
# Who Was Stewart Udall?

Stewart Udall was America's Interior Secretary during the Kennedy/Johnson administrations.

He successfully advocated for the creation of many national parks and monuments.

He led the way for most of the environmental legislation we now take for granted, including:

- The Clean Air and Water and Wilderness Acts, Wild and Scenic Rivers and National Trails Acts
- The Land and Water Conservation Fund
- Pesticide Reduction, Mining Reclamation
- Endangered Species protection, Gas Mileage requirements, rapid transit systems...





# Stewart Udall's Fight for Racial Justice

Fought successfully to end Jim Crow era segregation at the University of Arizona.

Hired African American rangers in our National Parks for the first time.

Forced the Washington Redskins to integrate their team.

Championed self-determination for Native Americans.

Fought for redress and compensation for Navajo uranium miners and other Indigenous victims of the atomic age.

Broke with the Mormon Church of his fathers over its refusal to allow Blacks in the priesthood.



# A Champion of the Environment and Natural Beauty

Udall believed in what he called “the economics of beauty,” challenging American economists’ focus on the “Holy Grail” of Gross National Product.

He encouraged Lady Bird Johnson to launch her national Beautification campaign (see photo at right).

His idea of beauty resembled the Navajo concept of HOZHÓ, roughly translated as both beauty and harmony.

He was a champion of the arts, graceful cities, protection of nature, transparent government and political humility.





# An advocate of civility and bi-partisanship

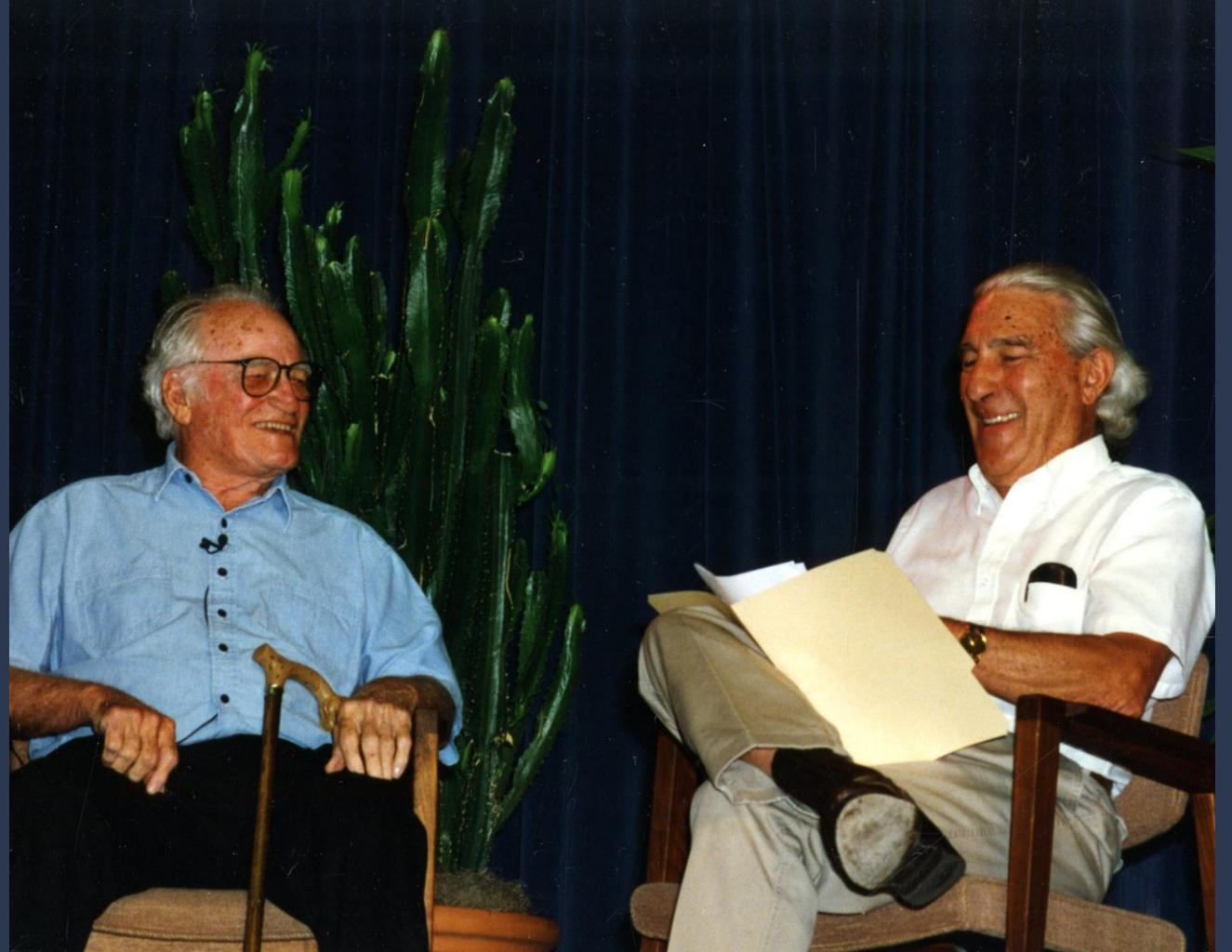
Udall's ability to work across the political aisle is a model for our polarized time.

He often enjoyed as much Republican support for his environmental initiatives as he did Democratic.

Despite their political differences, he counted GOP Senator Barry Goldwater as a good friend.

In his later years, he mourned the loss of cooperation and civility in government.

Udall was so universally popular and respected, the United States Department of the Interior Building was named for him, as was Point Udall in the U.S. Virgin Islands, the Easternmost point in the United States.



# Stewart Udall was a Renaissance figure...

He grew up in a small ranching town on the Arizona desert during the Great Depression.

He was a basketball star who led the University of Arizona team to its first National Invitational Tournament.

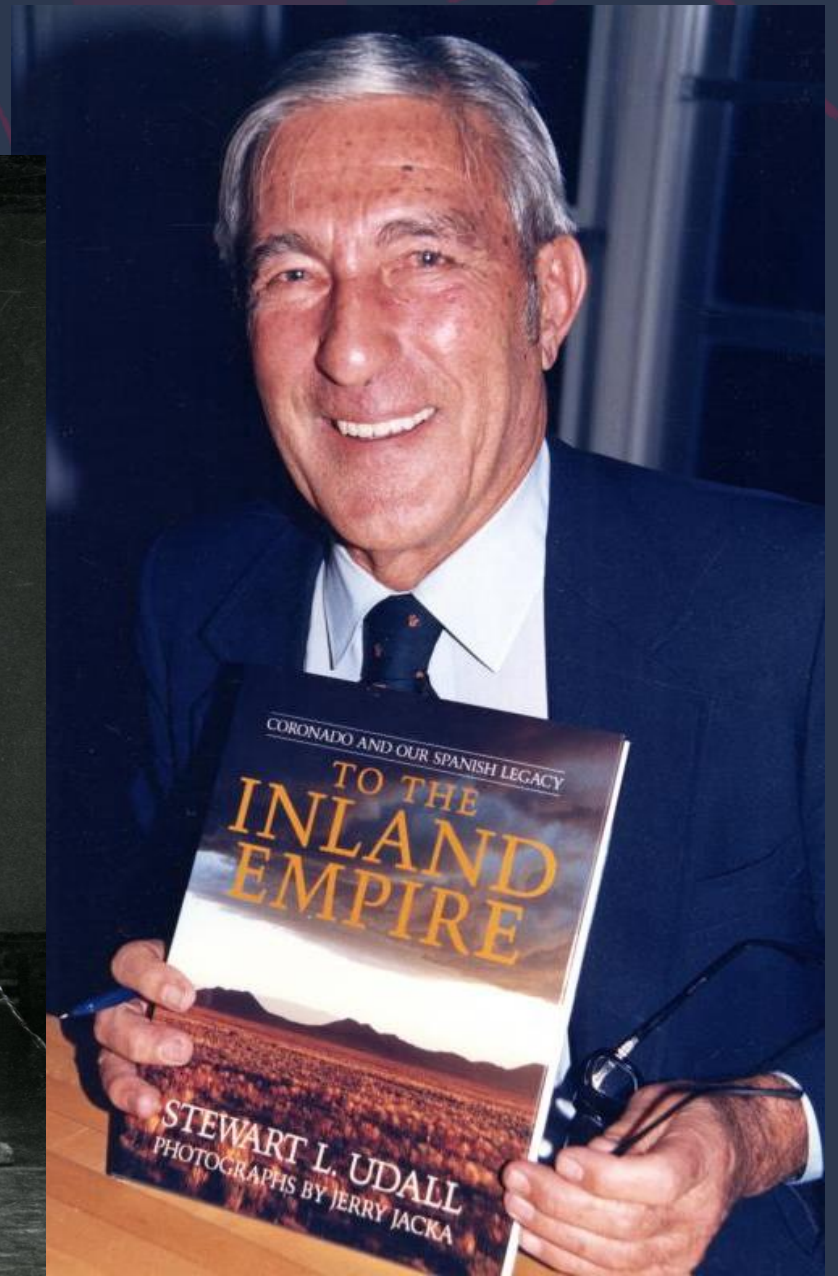
The first American political figure to warn the nation about global warming in the early 1960s.

A poet and advocate for the arts.

An outdoor adventurer who climbed Mt. Kilimanjaro and many other peaks.

A peace activist and critic of the military-industrial complex.

"Of all the people who have served the United States in an executive capacity, only Thomas Jefferson exceeded Stewart Udall in so successfully applying all of his varied interests and skills in service to America." -historian Patty Limerick of the University of Colorado.





# Our film...

A documentary for *The American Experience* or other national PBS venues.

Includes a full outreach campaign designed by Catalyst Communications, discussion guides and an interactive website for wide-reaching public programs and discussions and maximum impact.

Sponsoring Organization: Filmmakers Collaborative, San Francisco.

Commitment from presenting PBS station: AZPM, Tucson.

Support from the Udall Center and the Udall Archives at the University of Arizona.

Running length: 75 minutes (56-minute PBS version).

An experienced PBS production team with long experience in both public broadcasting and broad distribution.

A team of prominent advisors.

Completion date: April 2022.

Approximate budget, including promotion and public programs: \$400,000.



# Our Production Team—over 150 years of combined experience!

JOHN DE GRAAF—Director/writer. 43 years of PBS experience. 15 national PBS programs, more than a hundred film awards.

GREG DAVIS—Photographer/editor. 30 years of PBS experience. 13 Regional Emmy Awards/more than 60 Emmy nominations.

ZELIE POLLON—Producer/researcher. Longtime journalist/interim director of New Mexico public radio.

LAURENCE COTTON—Consulting producer. Historian/public television writer/producer.

KEVIN WHITE—Executive Producer. Executive Director of Filmmakers Collaborative, filmmaker with more than 20 films on PBS.

CINDI HAZEL—Web designer. Principal of High Dive Media.

JENNIFER EKSTROM—public impact producer. Filmmaker/principal of Catalyst Communications.





# Our Characters and Advisors

THOMAS SMITH – Udall biographer and historian

SCOTT EINBERGER – Udall biographer

DEB HAALAND – Secretary of the Interior

SHONTO BEGAY – Navajo artist and environmental activist (painting at right)

SHARON FRANCIS – former Udall aide

JACK LOEFFLER – longtime Udall friend

DOUGLAS BRINKLEY – CNN Presidential historian

CURT MEINE – Aldo Leopold biographer

SANDRA LUBARSKY – Philosopher and professor of sustainability

REBECCA ADAMSON – Cherokee businessperson and activist

ROBERT STANTON – former director/National Park Service

ROSS PETERSON – historian

TIM PALMER – Author/photographer

MARY DICKSON – Atomic testing “downwinder”

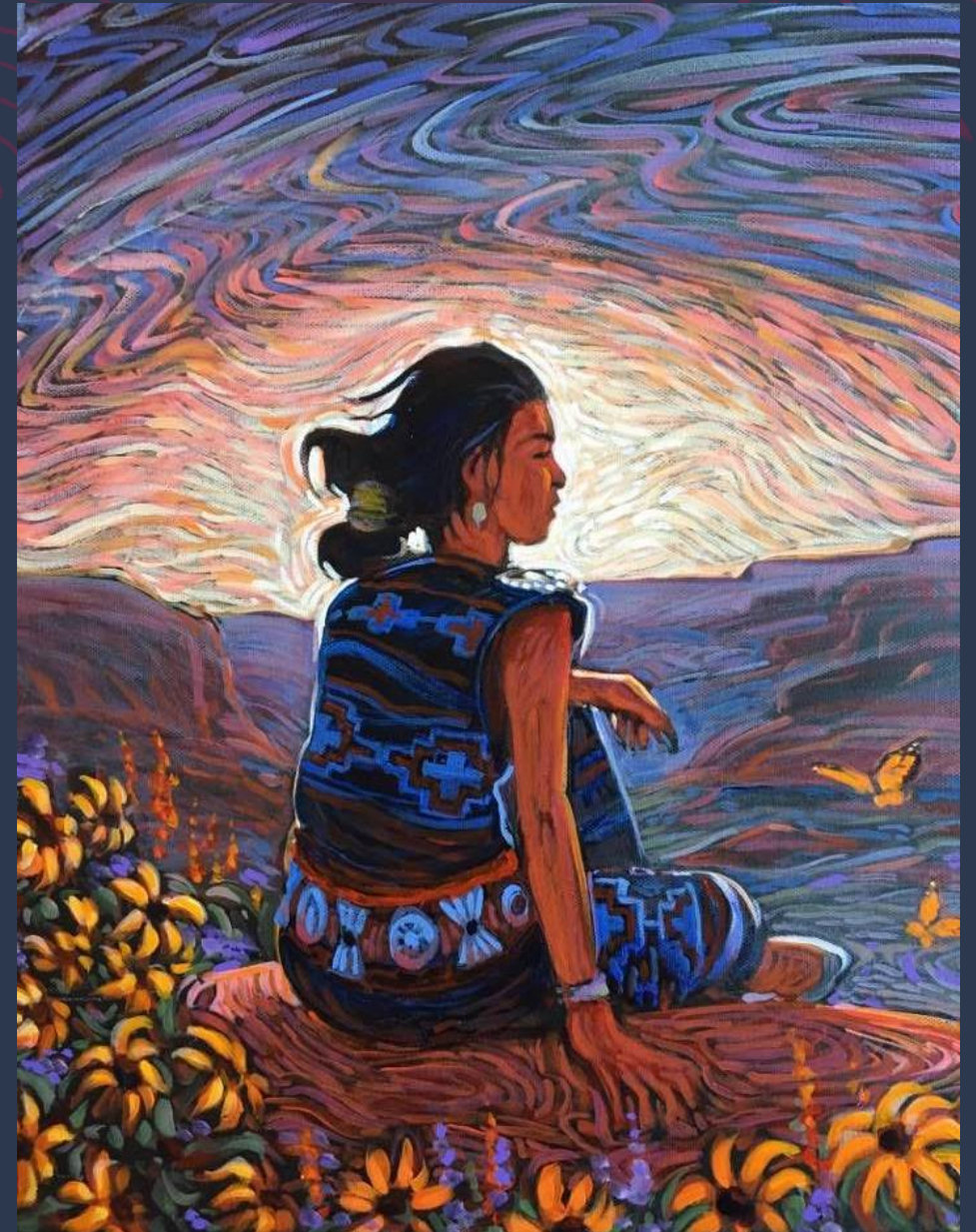
PATTY LIMERICK –historian and director of the Center of the American West

ROGER MORRIS – Udall friend and former US diplomat

KENNETH BROWER –son of environmental leader David Brower

KARLETTA CHIEF–Navajo hydrologist and professor of sustainability

AND SEVEN UDALL FAMILY MEMBERS FROM THREE GENERATIONS!



# What We Need and What We've Done

**We need to raise \$50,000 by April to finish principal filming between April and June!**

**We have** completed basic research and a preliminary script.

Applied for a major grant to the National Endowment for the Humanities.

Completed some filming in New England and New Mexico.

Begun a funding campaign including a sample video: [Stewart Udall and the Politics of Beauty – Filmmakers Collaborative SF](#)





# For Your Support...

Major funders—foundation, corporate, etc. will receive underwriting credits (up to ten seconds with logo) at the beginning and end of the program.

Donations of \$100 or more will receive acknowledgment in program credits and password protected access to the finished film.

All donors will receive credit on the film Website.

You will be helping inspire a new generation of conservationists, helping heal our nation's wounds from polarization and restoring "the politics of beauty" in American life.

Please share this "pitch deck" widely with potential funders—time is of the essence!

**All donations are tax-deductible!**

**Thank you!!!**



# For More Information

Please contact director John de Graaf

[jodg@comcast.net](mailto:jodg@comcast.net)

206.407.5490

## We have available:

A preliminary script.

A thorough narrative proposal.

An executive summary.

Letters of support.

A commitment from Arizona Public Media to present the program to PBS.

