

Stewart Udall and the Politics of Beauty

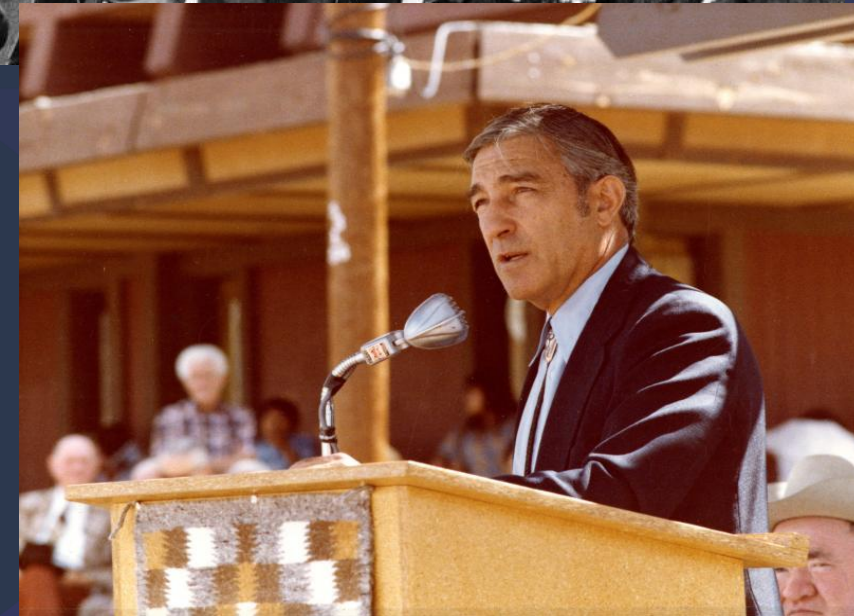
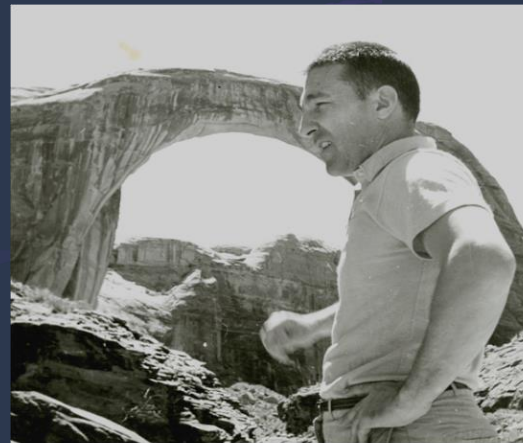
A documentary film

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?

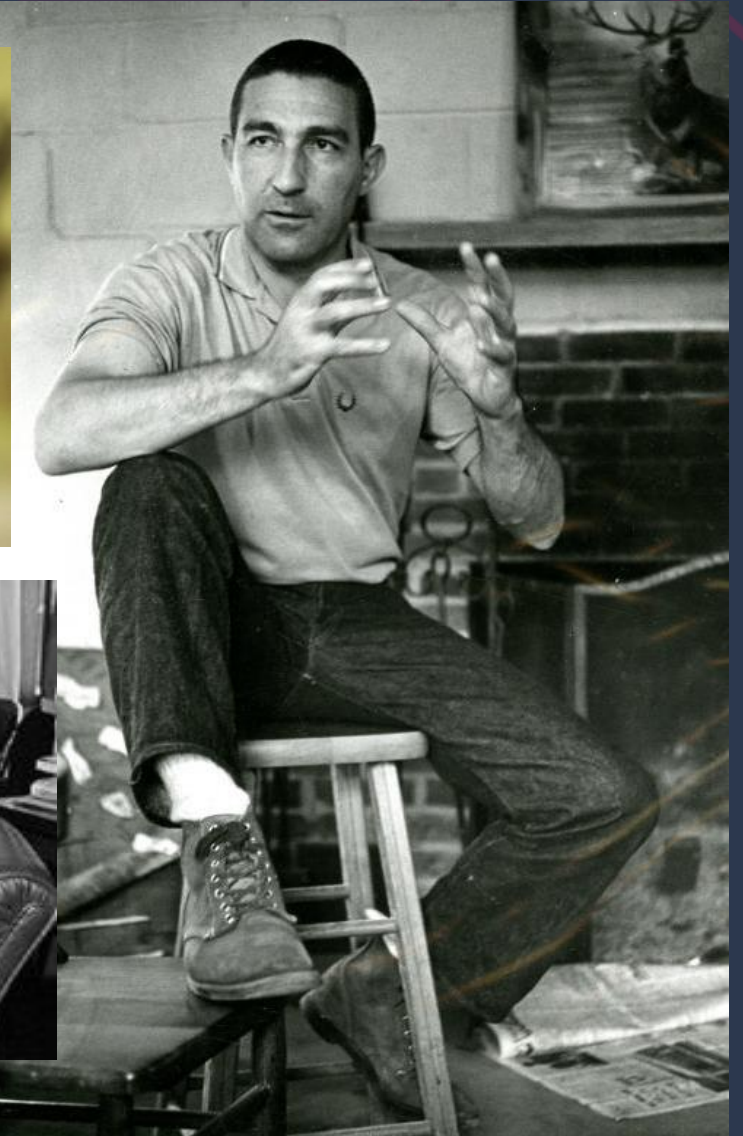
Stewart Udall was America's Interior Secretary during the Kennedy/Johnson administrations.

The Interior Department building and the Easternmost point in the US are named for him.

He successfully advocated for the creation of more than a hundred National Parks, National Monuments, National Historic sites and wildlife refuges.

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, and the National Historical Preservation Act
- 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

As a university basketball star Udall fought successfully to end Jim Crow era segregation at the University of Arizona.

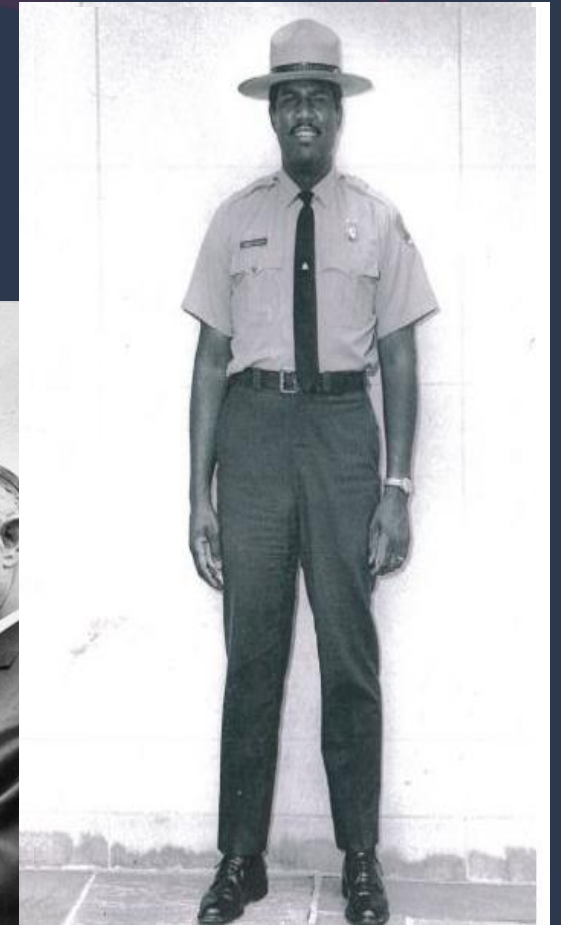
Udall hired the first African American rangers in our National Parks since the famous Buffalo Soldiers of the early 1900s. (photo: Ranger Robert Stanton, 1970, America's first African American director the National Park Service).

He forced the Washington Redskins (now renamed the Washington Football Team) to integrate their team in 1962.

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

He championed self-determination for Native Americans.

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



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 HOZHON, 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

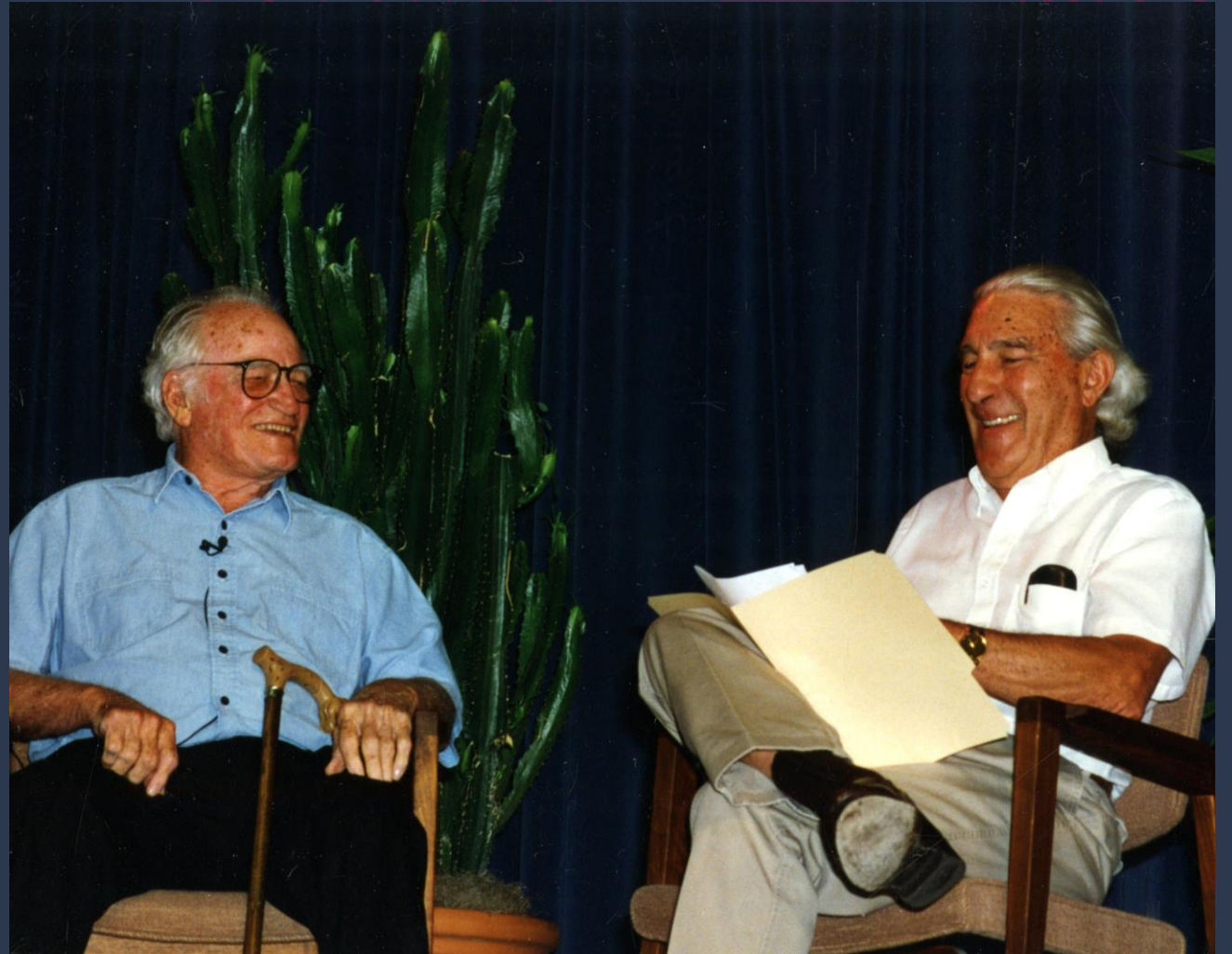
Udall's ability to work across the political aisle is a model for our polarized time.

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

Despite their political differences, he counted GOP Senators Barry Goldwater and John McCain as good friends.

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.

He was also:

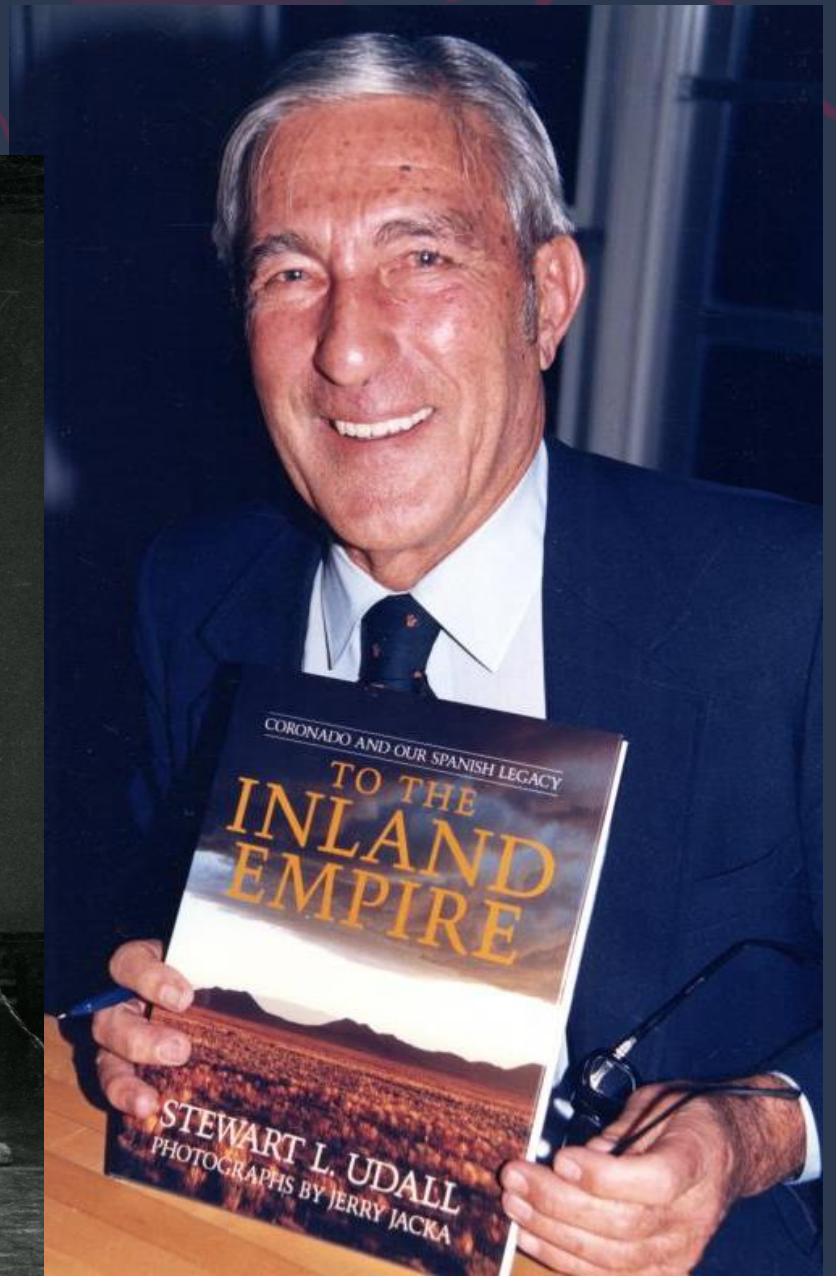
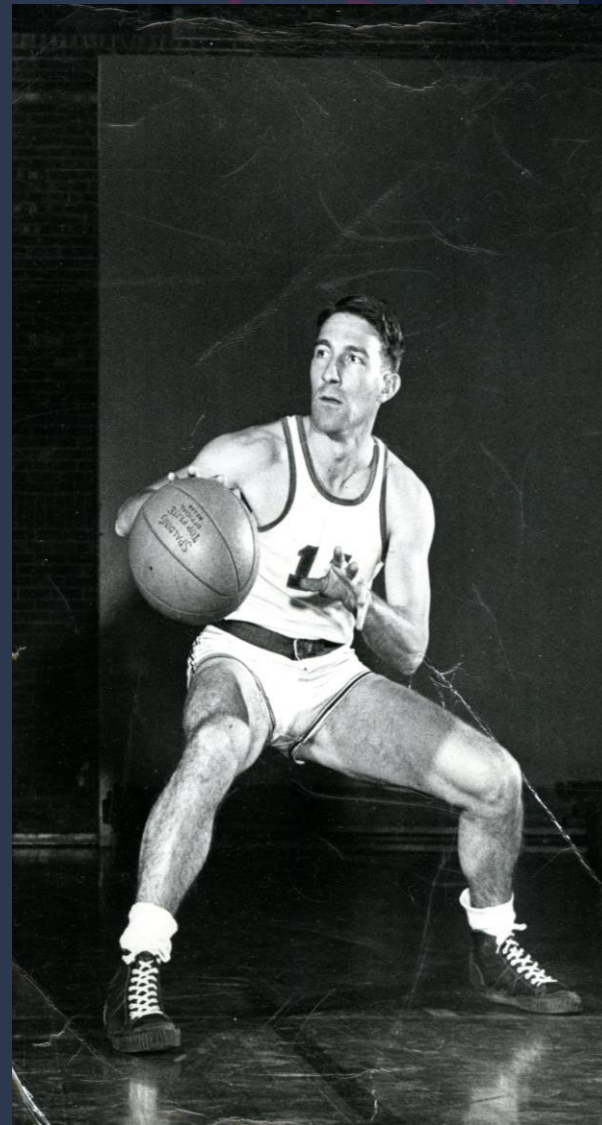
The first American political figure to warn the nation about global warming in the early 1960s.

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.



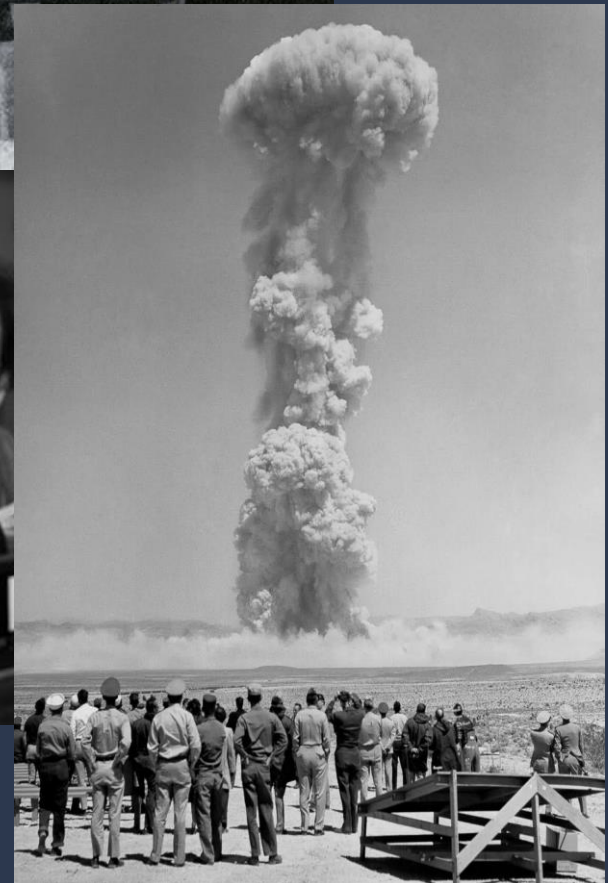
Compensation for victims of uranium mining

There are hundreds of un-reclaimed uranium mines on the Navajo and other Southwestern reservations, still poisoning and endangering water supplies.

Our new Interior Secretary Debra Haaland's Laguna Pueblo was once the site of the world's largest open-pit uranium mine.

Uranium mining caused hundreds of cases of cancer among Native American miners.

Udall spent 20 years fighting for compensation for these miners and their families, as well as the "downwinders," who were poisoned by atmospheric nuclear testing. Our film explores these stories.



Our film...

A documentary for 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 for the Studies of Public Policy 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 300 years of combined experience!

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

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

VADA MANAGER—Executive Producer. Principal, Think TRUE and strategic advisor to previous documentaries on HBO/HBO Max.

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 news director of New Mexico public radio.

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

KATE UDALL—Narrator. Actor and professor of voice/SUNY.

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

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

GENE ROBINSON—Presenting station liaison. CFO, Arizona Public Media, Tucson.

JOHN LINDSAY—Consultant. Former director of production, Oregon Public Broadcasting, KCTS, Seattle.

KATHRYN DILWORTH—Fundraiser

GABRIELLA ROBINSON—Intern, film student—Seattle University



Our Characters

DEB HAALAND – Secretary of the Interior

BRUCE BABBITT – Former Interior Secretary and former Governor of Arizona

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

SHARON FRANCIS – Former Udall aide

JACK LOEFFLER – Longtime Udall friend

GARY PAUL NABHAN – Ethnobotanist and writer

REBECCA ADAMSON – Cherokee businessperson and activist

ROBERT STANTON – Former director/National Park Service

MARY DICKSON – Atomic testing “downwinder”

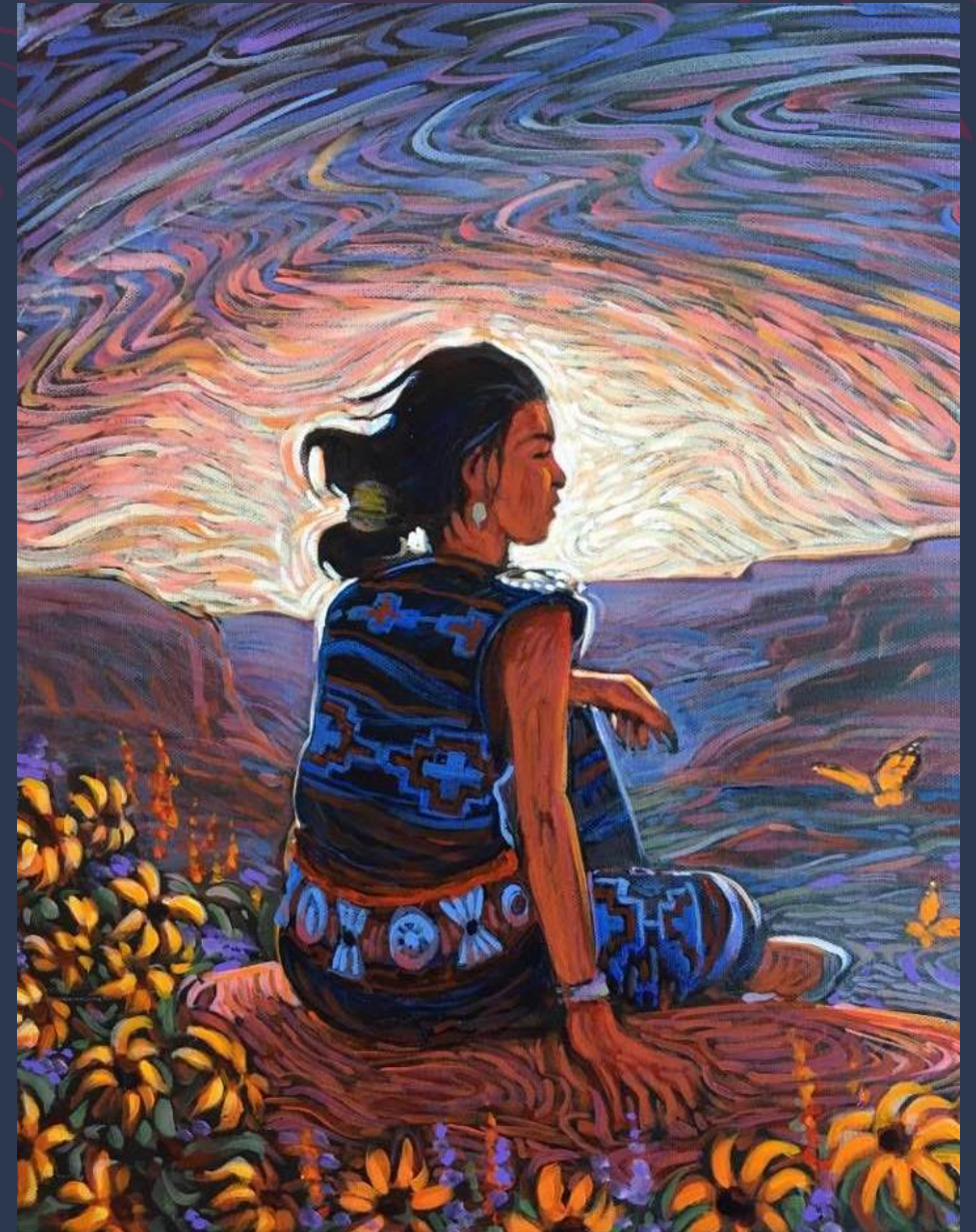
GORDON SMITH – former US Senator (R, OR)

KENNETH BROWER – Son of environmental icon David Brower

KARLETTA CHIEF – Navajo hydrologist and professor of sustainability

TOMMY ROCK – Navajo tribal member and uranium mining expert

AND SEVEN UDALL FAMILY MEMBERS FROM THREE GENERATIONS, including former US Senator Tom Udall!



Our Advisors

THOMAS SMITH – Udall biographer and historian

SCOTT EINBERGER – Udall biographer

DOUGLAS BRINKLEY – CNN Presidential historian

CURT MEINE – Aldo Leopold biographer

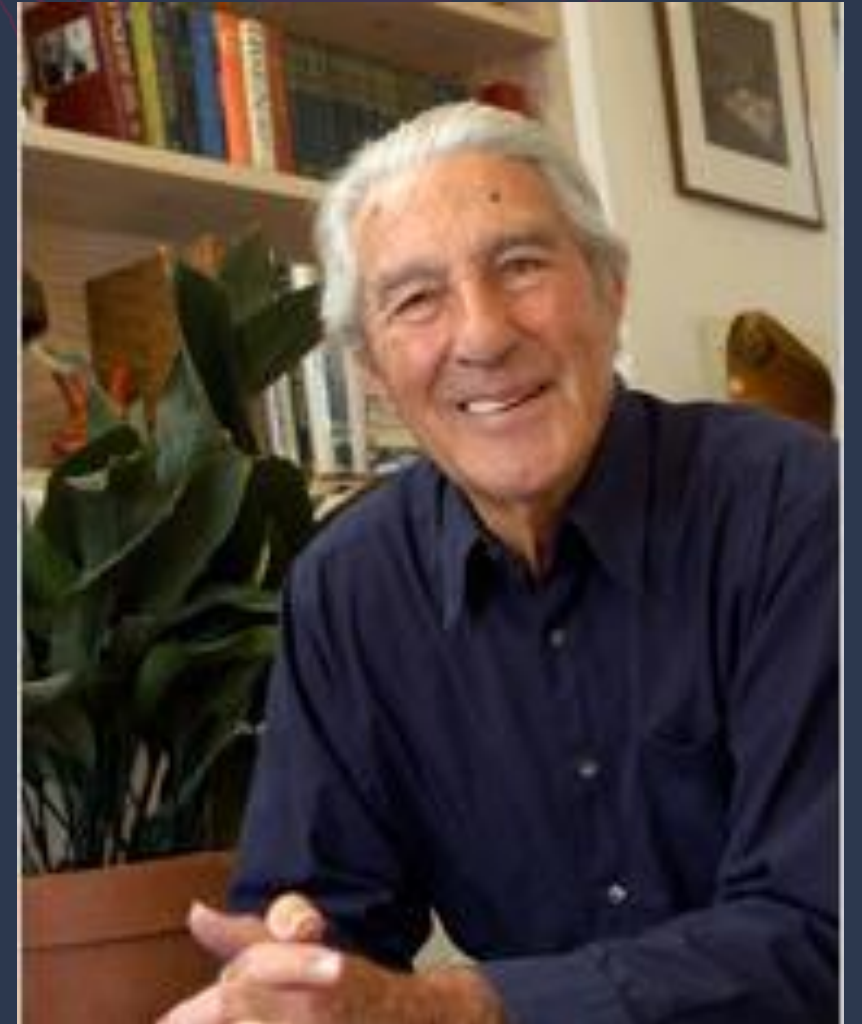
SANDRA LUBARSKY – Philosopher and professor of sustainability

ROSS PETERSON – Historian, Udall friend

TIM PALMER – Author/photographer, Wild and Scenic Rivers Act expert

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

ROGER MORRIS – Udall friend and former US diplomat



What We Need and What We've Done

We have completed principal filming.

We have completed basic research and a preliminary script.

We have completed this sample video:

[Udall Sampler 12min.mov on Vimeo](#)

We have nearly completed a website.

We need \$250,000 for editing, promotion, public programs and deferred salaries.



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.

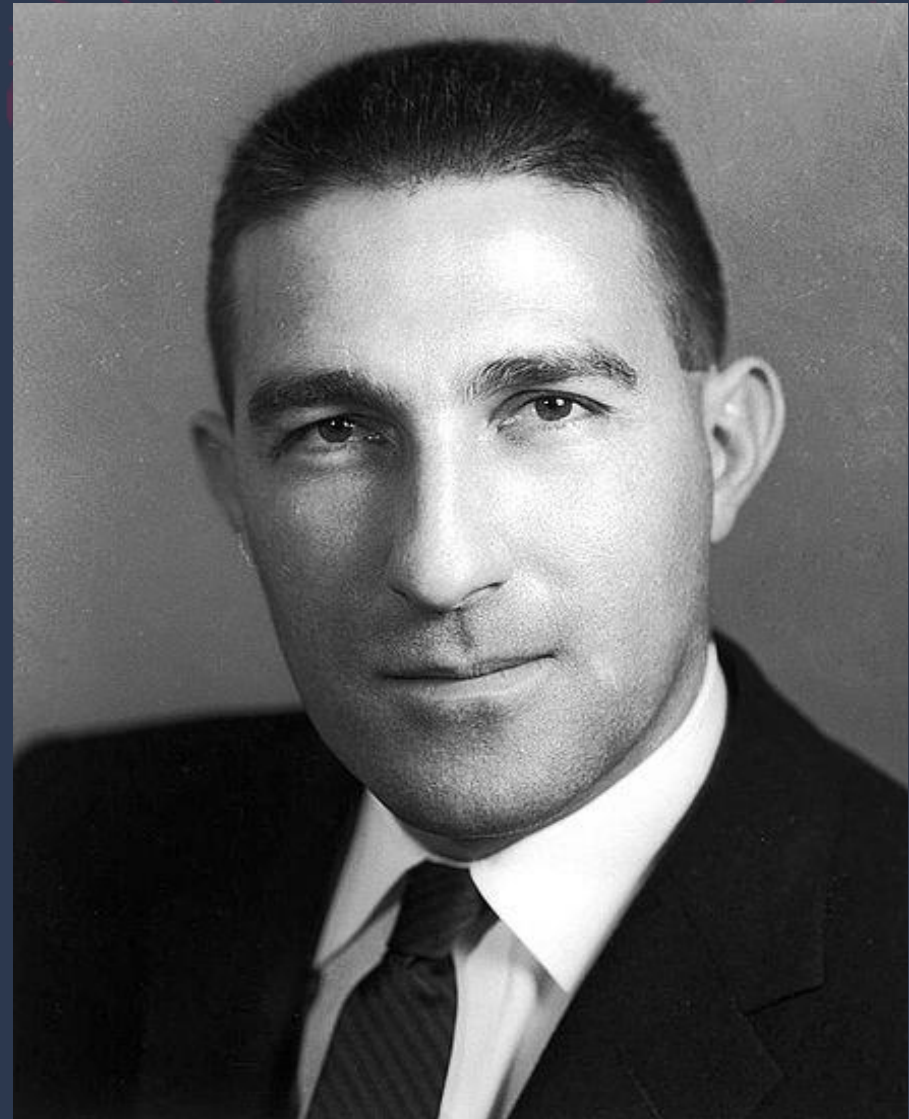
Donations of \$100 or more will receive acknowledgment in program credits and password protected access to the finished film.

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 to Filmmakers
Collaborative are tax-deductible!
Thank you!!!**



For More Information

Please contact director John de Graaf

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.

