



# **Ford Foundation records, Education, Media, Arts, and Culture (EMAC), Media, Arts, and Culture (MAC), Office Files of John P. Santos**

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This finding aid was produced using ArchivesSpace on March 28, 2019.

Rockefeller Archive Center

15 Dayton Avenue  
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## Summary Information

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<b>Repository:</b>	Rockefeller Archive Center
<b>Creator:</b>	Ford Foundation
<b>Title:</b>	Ford Foundation records, Education, Media, Arts, and Culture (EMAC), Media, Arts, and Culture (MAC), Office Files of John P. Santos
<b>ID:</b>	FA540
<b>Date [inclusive]:</b>	1986-2002
<b>Physical Description:</b>	10.77 Cubic Feet About 24 LTR size Hollinger boxes, 3 LGL size Hollinger boxes, and 1 Half-LGL size Hollinger box
<b>Language of the Material:</b>	English

### Preferred Citation

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## Biographical / Historical

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The Ford Foundation was chartered by Henry and Edsel Ford in 1936 "to receive and administer funds for scientific, educational and charitable purposes, all for the public welfare", and initially served the Ford family's charitable interests in the Detroit area. Following the deaths of Edsel Ford (1943) and Henry Ford (1947), the Foundation was propelled to the forefront of philanthropy as the largest American foundation in terms of both endowment and yearly expenditures, and with an international scope to its major program areas.

During the Foundation's first twenty years its major programs were in international economic development, primary and higher education, educational and public broadcasting, behavioral sciences, civil liberties, urban development, fine arts and the humanities. The Ford Foundation also partnered with the Rockefeller Foundation in supporting agricultural development in South America, Africa, and Southeast Asia. Since the 1970s, the Foundation has also pioneered programs in women's rights, energy policy, micro-financing in under-developed countries, establishing human rights groups, and improving international HIV/AIDS education.

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## Biographical / Historical

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John Phillip Santos worked as a Program Officer in the Media, Arts, and Culture Unit (MAC) of the Ford Foundation's Education, Media, Arts, and Culture (EMAC) Program for six years between 1997 and 2002. In this position, he was responsible for grant making decisions regarding media production through the foundation's Media Projects Fund (MPF). He would review proposals for cultural and educational documentaries, films, media-centered festivals and events, and public broadcasting and television programs. He also focused on emerging technology for media.

Santos is a freelance filmmaker, producer, journalist, and author. Achievements he has made throughout his career include numerous documentaries and news programs he produced for CBS and PBS, articles published in newspapers like the San Antonio News-Express and the New York Times, and service on the President's Advisory Commission on Educational Excellence for Hispanic Americans. He became the first Mexican-American Rhodes Scholar in 1979.

Santos currently serves as a mentor at the Honors College of The University of Texas at San Antonio.

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## Scope and Contents

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Collection holds the office files of Ford Foundation Program Officer John Phillip Santos. The files were created during Santos' time in the Media, Arts, and Culture Unit (MAC) of the Education, Media, Arts, and Culture Program (EMAC).

Collection consists of only one series. It contains the subject and chronological files that Santos and his office created and maintained in order to document his management of Ford Foundation funds for various media related projects as well as his other administrative and program related activities.

Collection is comprised of more than one accession of John P. Santos office files ingested by the RAC over the years. The collection was expanded from 1.3 cubic feet to 10.77 cubic feet in 2018 when a second set of material was transferred, accessioned, and processed. The 2018 accession was added to the end of the original material in the same series in order to reconstitute the relationship between the two groups of records.

The collection principally consists of correspondence, reports, memos, agendas, press clippings, brochures, conference proceedings, Recommended Grant Action reports (RGAs), notes, drafts, and

budgets. There is a small amount of audiovisual material within the collection. This material includes a few still images, a VHS tape, an audio CD, and an audio cassette.

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## Arrangement

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Collection is arranged into 1 series.

The office files in the series appear to consist of two main types of records: subject files and chronological files. However, a Ford Foundation Archives inventory document found in one of the original collection boxes seemed to indicate a close relationship between some of the chronological files and some of the subject files. Within that box, subject files were listed as sub-files to the chronological files. Therefore, it was decided to keep the two types of records together within the series and amend the series title to account for both kinds of documents and the relationship between them.

Although there were some runs of alphabetically organized subject files within the original boxes, this type of scheme was not applied consistently or comprehensively to all of the subject files within the collection. No actions were taken to recapture or impose a total alphabetical arrangement of subject files during processing in 2018. Archivist deferred to the original order of the boxes and the material within the boxes.

The collection arrangement is as follows:

Series 1. Subject and chronological files, 1986-2002

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## Administrative Information

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### Publication Statement

Rockefeller Archive Center

15 Dayton Avenue

Sleepy Hollow 10591

[archive@rockarch.org](mailto:archive@rockarch.org)

URL: <http://www.rockarch.org>

## Conditions Governing Use

Completion of a use agreement is required prior to providing scholarly access. See RAC Head of Reference (or applicable designee) for details. Ford Foundation holds title, copyright and literary rights in the collection, in so far as it holds them. The Rockefeller Archive Center has authority to grant permission to cite and publish material from the collection for scholarly purposes. Permission to publish extensive excerpts, or material in its entirety, will be referred to the Ford Foundation.

## Immediate Source of Acquisition

Ford Foundation archive was deposited at the RAC in 2011. Ford Foundation records, correspondence, reports, program files and officers' papers were transferred to, and accessioned by the RAC, beginning in 2011. Accessions continue as necessary.

A second set of John P. Santos office files was transferred to the RAC by the Ford Foundation in 2018 and was ingested by the RAC as Accession 2018:063. This accession was incorporated into the collection during processing in October 2018.

## Processing Information

### Conditions Governing Access

Open for research. Brittle or damaged items are available at the discretion of RAC.

Researchers interested in accessing digital media (floppy disks, CDs, DVDs, etc.) in this collection must use an access surrogate. The original items may not be accessed because of preservation concerns. To request an access surrogate be made, or if you are unsure if there is an access surrogate, please contact an archivist.

When requesting to view audiovisual material, please refer to the Title and the AV Number (example: AV 1916). Researchers are asked to check the "Restrictions" note for each Title. If a Title does not currently have an access copy, please contact a RAC archivist for further instruction.

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## Related Materials

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### Related Materials

A collection containing professional and personal materials created by John Phillip Santos is held at the University of Texas at San Antonio Libraries Special Collections. Some files in the collection specifically regard Santos' work with the Ford Foundation:

John Phillip Santos Papers, MS 203, University of Texas at San Antonio Libraries Special Collections

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## Controlled Access Headings

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- Ford Foundation
- Digital divide
- Digital media
- Digital television
- Documentary films
- Film festivals
- Independent filmmakers
- Journalism
- Public broadcasting
- Public television

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## Other Finding Aids

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Finding aids concerning the office files of other Ford Foundation officers in the Media, Arts, and Culture Unit include:

[FA1447 Ford Foundation records, Staff Subject Files, Jon Funabiki](#)

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## Collection Inventory

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### Subject and chronological files, 1986-2002

Physical Description: 10.77 Cubic Feet About 24 LTR size Hollinger boxes, 3 LGL size Hollinger boxes, and 1 Half-LGL size Hollinger box

### Scope and Contents

Series holds the subject and chronological files that John Phillip Santos created during his time as Program Officer in the Media, Arts, and Culture Unit (MAC) of the Ford Foundation's Education, Media, Arts, and Culture Program (EMAC). It consists of more than one accession of Santos' records. The set of records belonging to the first accession of material remains at the beginning of the collection and extends from El Movimiento, 1991, Box 1,

Folder 1 to Program Associate - Giraud, Christine, 2000-2001, Box 3, Folder 25. All remaining records in the series originate from the later accession of materials processed in 2018.

The original accession of records formed an incomplete set of subject files that encouraged the addition of the later accession into the series as a way to repopulate an evident gap in content and reconstitute a relationship between contextually linked documents. The later accession of records revealed a connection between the subject files Santos created and the chronological files he largely used to document his negative responses to proposals for grant funding. Series description was expanded to properly document the association between subject and chronological file.

Subject files in the series largely regard various media projects and initiatives that the Ford Foundation supported through its Media Projects Fund (MPF) as well as administrative and program planning activities of the Media, Arts, and Culture Unit (MAC) and its parent Education, Media, Arts, and Culture Program (EMAC). Prominent topics and themes with which Santos dealt in his position as Program Officer for MAC between 1997 and 2002 include the digital transition of public television, education and training for overcoming potential inequalities generated by a digital divide, public support for public television, questions about the role of public television, growing concerns about the integrity of news reporting, and representation of minorities, specifically Latino Americans, within entertainment and news media. Santos appears to have used the term "convenings" to refer to meetings organized at the Ford Foundation for different groups of arts, media, and entertainment professionals such as independent filmmakers and public broadcast grantees. He also created files to document the work of specific Ford Foundation consultants and program associates who assisted his work.

<b>Title/Description</b>	<b>Instances</b>	
El Movimiento, 1991	box 1	folder 1
Islam, etc, 1987-1993	box 1	folder 2
Latino Educational Media Center, 2001	box 1	folder 3
Latino Public Broadcasting, 2000	box 1	folder 4
Leonardo, 1996-2001	box 1	folder 5-6
Link Media, 1999-2000	box 1	folder 7-8
Lovett Productions, 2001	box 1	folder 9
Massachusetts Institute of Technology, 2001	box 1	folder 10
Media Channel, 2001 December 5	box 1	folder 11
Minority Voices in China's Dayao Mountain District, 1995-2001	box 1	folder 12
National Asian American Telecommunications Association (NAATA), 1999-2001	box 2	folder 13
Nalamdana (includes: VHS, Photographs, Cassette Tape), 2000	box 2	folder 14
Nalamdana Promo / Azhage - Song on HIV/AIDS / Aadamatham- telefilm on HIV/AIDS, c.2000	box 6	Tape AV 10570

### **Scope and Contents**

Three production on HIV/AIDS: Nalamdana Promo - 7 minutes, English; Azhagig - Song on HIV/AIDS - 4 minutes, Tamil; Aadamatham - Telefilm on HIV/AIDS, 24 minutes, Tamil.

Conditions Governing Access:



## Conditions Governing Access

Access copy currently unavailable. Please contact an RAC archivist for further instruction.

National Association of Latino Independent Producers (NALIP), 2001	box 2	folder 15
National Alliance of Media Arts Centers (NAMAC), 1997-2000	box 2	folder 16-17
National Black Programming Consortium, 1999	box 2	folder 18
National Council of La Raza (NCLR), 1994-2001	box 2	folder 19
National Hispanic Foundation for the Arts (NHFA), 2000-2001	box 2	folder 20
National Public Radio (NPR), 1995-2001	box 2	folder 21-22
National Video Resources (NVR), 1996-2001	box 2	folder 23
New York University, 1998-2001	box 3	folder 24
Program Associate - Giraud, Christine, 2000-2001	box 3	folder 25
Chronological file, 1997 April-November	box 3	folder 26-28

## Scope and Contents

Original folder label said that this chronological file was for April to September 1997, but file actually contains documents from October and November 1997 in the P section.

Chronological file, 1997-1998	box 4	folder 29-32
Chronological file, 1998 May-September	box 4	folder 33-35
Blackside, 1998	box 5	folder 36
Independents convening, 1998	box 5	folder 37
Media, Arts, and Culture Program (MAC) media lab, 1998	box 5	folder 38
Arts in a New Matrix Conference, 1998 September	box 5	folder 39
Santos Education, Media, Arts, and Culture Program (EMAC) Trustees presentation, 1998	box 5	folder 40
Video cover copies, 1998	box 5	folder 41
Ashforth, Adam consultant, 1998	box 5	folder 42
Wilson, Diane consultant, 1998	box 5	folder 43
White House Initiative on Educational Excellence for Hispanic Americans (WHI), 1998	box 5	folder 44
American Political Science Association (APSA) Annual Meeting, Boston, Massachusetts, 1998	box 5	folder 45
Retreat and Reflections Memo, 1998	box 5	folder 46

Draft reserve request - Hopes on the Horizon, 1998	box 5	folder 47
Public Television Initiative for the Digital Age, 1998 May 11	box 5	folder 48
Santos budget projections, 1998	box 5	folder 49
Media, Arts, and Culture Program (MAC) visioning retreat - David Sibbett, 1998	box 5	folder 50
Learning Enhancement Foundation-Administered Projects (FAP) consultants, circa 1998	box 5	folder 51
New Program Assistants (PAs) - Orientations, 1998	box 5	folder 52
New computer system, 1998	box 5	folder 53
Independents convening - Notes, 1998	box 5	folder 54
Video Conferencing Task Force, 1998	box 5	folder 55
Second quarter and fourth quarter budget meetings, 1998	box 5	folder 56
Riehl, Dale, 1998	box 5	folder 57
Katzman, Lisa consultant, 1998	box 5	folder 58
Convening of public TV stations, 1998 June 25	box 5	folder 59
Convening - Independent filmmakers, 1996-1998	box 5	folder 60
Lagos, Nigeria Office Media, Arts, and Culture (MAC) Program Officer candidates, 1998	box 5	folder 61
Program Officer Memo (POM), 1998	box 5	folder 62
Zapata, Angel consultant, 1997-1998	box 5	folder 63
Santos Program Officer Memo (POM) - Drafts and edits, 1998	box 6	folder 64-65
Reflections Memo for Education, Media, Arts, and Culture Program (EMAC) Retreat, 1997	box 6	folder 66
International Public Television Screening Conference (INPUT) , 1998	box 6	folder 67
First quarter meeting, 1997	box 6	folder 68
Media, Arts, and Culture Program (MAC) Director interviews, 1997	box 6	folder 69
Workplan, Media Projects Fund (MPF) Fiscal Year 1998, 1997	box 6	folder 70
Media Projects Fund (MPF) projections, 1996-1997	box 6	folder 71
International Film Financing Conference (IFFCON), 1997	box 6	folder 72
Media and Democracy Congress, 1997	box 6	folder 73
News Goo CD	box 6	folder 73

Conditions Governing Access:

## Conditions Governing Access

Researchers interested in accessing digital media (floppy disks, CDs, DVDs, etc.) in this collection must use an access surrogate. The original items may not be accessed because of preservation concerns. Access copy currently unavailable. Please contact a RAC archivist for further instruction.

Cannes Film Festival, 1998	box 6	folder 74
Camerini-Robertson Documentary Films, 1997	box 6	folder 75
Briefing book: Education, Media, Arts, and Culture Program (EMAC) 1999 Worldwide Meeting, 1998	box 6	folder 76-77
United Nations Department of Public Information (UNDP) communications project, 1996-1997	box 7	folder 78-79
Broadcasters - Overseas, 1997	box 7	folder 80
Open University, 1997-1998	box 7	folder 81-83
The Orient Foundation, 1992-1999	box 7	folder 84
University of Phoenix, 1998	box 7	folder 85
Mother Jones Magazine, 1997	box 7	folder 86
National Urban Fellows, 1996-1997	box 7	folder 87
Massachusetts Institute of Technology (MIT)/Wodiczko, 1997	box 8	folder 88
University of Mississippi Center for the Study of Southern Culture, 1996-1998	box 8	folder 89-90

## Scope and Contents

File contains a piece of correspondence from filmmaker Rory Kennedy that may have been placed in the original folder by accident.

Association of Independent Video and Filmmakers (AIVF) kits, 1995-1999	box 8	folder 91-95
Council on Foundations 1998 Film and Video Festival, 1997	box 9	folder 96-98
Santos - Council on Foundations Film Festival Committee, 1997-1998	box 9	folder 99
Institute on the Arts and Civic Dialogue/Anna Deavere Smith, 1998	box 9	folder 100
Inroads/Asia, 1997	box 9	folder 101
Education, Media, Arts, and Culture Program (EMAC) planning initiatives, retreats, etc., 1997	box 9	folder 102
Vector Project, 1997	box 9	folder 103
Education, Media, Arts, and Culture Program (EMAC) Video Library, 1997	box 9	folder 104

Committee on Indigenous Peoples (CIP), 1995-1998	box 9	folder 105
Project Grad, 1998	box 9	folder 106
Los Angeles Task Force, 1992 September 14	box 9	folder 107
Salary scales, circa 1998	box 9	folder 108
Staff development, undated	box 9	folder 109
Education, Media, Arts, and Culture Program (EMAC) Worldwide Workshop, Jakarta, Indonesia, 1995-1998	box 9	folder 110
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Press conferences, 1997	box 10	folder 117
Program Assistants, 1997 April 25	box 10	folder 118
Ford Foundation Asia Offices, 1991-1997	box 10	folder 119
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Ford Foundation Latin America/Caribbean Offices, 1994-1998	box 10	folder 121
Peace and Social Justice Program (PSJ) initiatives, 1997	box 10	folder 122
Peace and Social Justice Program (PSJ) initiatives - Innovations in American Government Awards, 1996-1997	box 10	folder 123
Peace and Social Justice Program (PSJ) initiatives - The Common Good: Social Welfare and the American Future, 1989 May	box 10	folder 124
Peace and Social Justice Program (PSJ) initiatives - Devolution conference, Michael Lipsky, 1997	box 10	folder 125
Peace and Social Justice Program (PSJ) initiatives - Changing Relations Project, 1989-1993	box 10	folder 126
Asset Building and Community Development Program (ASSETS) initiatives, 1996-1997	box 10	folder 127
Asset Building and Community Development Program (ASSETS) initiatives - Conference Board, 1997	box 10	folder 128
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Education, Media, Arts, and Culture Program (EMAC) U.S. reserves, 1997 October 31	box 10	folder 133
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Mexican Fine Arts Center Museum, 1997-1999	box 11	folder 137
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National Community for Latino Leadership (NCLL), 2001	box 11	folder 141
National Association of Hispanic Journalists (NAHJ), 1998-1999	box 11	folder 142
National Forum for Public Television Executives (NFPTE), 1998-1999	box 12	folder 143-144
A Woman's Place, 1998-2000	box 12	folder 145-146
Media Policy and Technology Program Officer interviews, 2000-2001	box 12	folder 147
Corporation for Public Broadcasting Diversity Fund, 2000-2001	box 12	folder 148
Business Model Project - Digital transition, 2002	box 12	folder 149-150
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Arts and Culture Field Discussion - Discussion materials, circa 2000	box 13	folder 152
Transatlantic Information Exchange Service (TIES), 1998	box 13	folder 153
Briefing book: Education, Media, Arts, and Culture Program (EMAC) 2000 Worldwide Meeting, 2000	box 13	folder 154
Literacy, Culture, and Development: Becoming Literate in Morocco by Daniel A. Wagner, 1993	box 13	folder 155
Survivors of the Holocaust study guide, 1996	box 13	folder 156
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Transforming Television in India by Sevanti Ninin, 1995	box 13	folder 163
Liberating, Lowbrow and Fun by Shailaja Bhapai, 1995	box 13	folder 164
Connecticut Public Television and Radio 1996 Annual Report, undated	box 13	folder 165
New York Times - Why Bold Documentaries Get Few Oscars by Janet Maslin, 1998 March 22	box 13	folder 166
Ford Foundation programming on gay and lesbian issues, 1997-1998	box 13	folder 167
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Community media in India, 1997	box 14	folder 169
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Jodi P. Krizer - Bill T. Jones/Arnie Zane Dance Company, 1998	box 14	folder 172
Platform for Cooperation on Communication and Democratization, undated	box 14	folder 173
San Francisco Chronicle - Bay Area's Diverse Voices, 1997	box 14	folder 174
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Syndication Newsfeed Services Directory, 1997	box 14	folder 179
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United States: Adult Literacy and Technology in the United States, by Daniel A. Wagner, undated	box 14	folder 181
Kenneth Brecher - Sundance Institute Theatre Laboratory selections, 1998	box 14	folder 182
The Panos Institute - Signposts on the Superhighway: African Environment, 1998	box 14	folder 183
Organization for Economic Co-operation and Development (OECD) Proceedings: Adult Learning Technology in OECD Countries, 1996	box 14	folder 184

The George Lucas Educational Foundation - Edutopia: Assistive Technology Issue, 1998	box 14	folder 185
TVE International press release, 1998 July 12	box 14	folder 186
Discussion Paper: The Ford Foundation Program in Southern Africa, circa 1998	box 14	folder 187
PostOpinion - Jihad for Kids on PLO-TV, undated	box 14	folder 188
Harvard University John F. Kennedy School of Government - Clarifying the CNN Effect, 1997 June	box 14	folder 189
New York Times - Reviving the Tired Image of the 'Latin Other', 1998 January 4	box 14	folder 190
Gigi B. Sohn - Media Access Project, 1998	box 14	folder 191
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Martinez, Armando - A Comment on the Zapatista "Netwar", 1997 May 15	box 14	folder 196
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Center for Media Education, 1998	box 15	folder 202
The Orient Foundation - Strategies for the Creation of Multimedia Archival Libraries, 1996-1998	box 15	folder 203
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## Scope and Contents

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United States Agency for International Development (USAID), 1989-1997	box 15	folder 208
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Board of Trustees Meeting - Ford Foundation Program in Mexico and Central America, 2001	box 17	folder 237
Brown University - Report of the Visiting Committee on Diversity, 1999-2001	box 18	folder 238-239
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Fiscal Year 2000 First Quarter Meeting, 1999	box 23	folder 304
Digital grantees meeting - Rooming list, etc., circa 2000	box 23	folder 305

### Scope and Contents

File pertains to the Convening of Public Television Grantees hosted at the Ford Foundation in November 2000. The grantee organizations that participated in the meeting were part of the Digital Public Television Initiative.

Digital grantees meeting - Handouts, 2000	box 23	folder 306
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### Scope and Contents

File pertains to the Convening of Public Television Grantees hosted at the Ford Foundation in November 2000. The grantee organizations that participated in the meeting were part of the Digital Public Television Initiative.

Digital grantees meeting - Hotel, 2000	box 23	folder 307
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### Scope and Contents

File pertains to the Convening of Public Television Grantees hosted at the Ford Foundation in November 2000. The grantee organizations that participated in the meeting were part of the Digital Public Television Initiative.

Digital grantees meeting - Correspondence, 2000	box 24	folder 308
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### Scope and Contents

File pertains to the Convening of Public Television Grantees hosted at the Ford Foundation in November 2000. The grantee organizations that participated in the meeting were part of the Digital Public Television Initiative.

Digital grantees meeting - Agenda and invitees, 2000	box 24	folder 309
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## Scope and Contents

File pertains to the Convening of Public Television Grantees hosted at the Ford Foundation in November 2000. The grantee organizations that participated in the meeting were part of the Digital Public Television Initiative.

Digital grantees meeting - Restaurant, 1999-2000	box 24	folder 310
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## Scope and Contents

File pertains to the Convening of Public Television Grantees hosted at the Ford Foundation in November 2000. The grantee organizations that participated in the meeting were part of the Digital Public Television Initiative.

Bay Area Video Coalition (BVAC) - CEF support for stakeholders meeting, 1999-2000	box 24	folder 311-312
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## Scope and Contents

Original folder label said that this chronological file was for April to September 2000, but file actually contains documents from 1999 and other months in 2000.

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PBS - Pat Mitchell, 2000	box 25	folder 324
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People - Camerini Robertson, 2001	box 26	folder 329
People - Davis, Dee, 2001	box 26	folder 330
People - Etheredge, Lloyd, 2001	box 26	folder 331
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People - Friedman, Thomas, 1999	box 26	folder 333
People - Itkoff, Sandy, 2001	box 26	folder 334

One World International Foundation, 2000-2001	box 26	folder 335
One World International Foundation - Correspondence, 2000	box 26	folder 336
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Radio Diaries, 2000-2001	box 27	folder 343
Roundtable, Inc., 2000-2002	box 27	folder 344-345
Radio Exchange, undated	box 27	folder 346
Rhizome, 1999-2001	box 27	folder 347
San Francisco State University, 2001	box 27	folder 348
Songmasters, 2001	box 27	folder 349

### Scope and Contents

File contains a group of records that may have belonged to a different file at one point or that may have been intended to be placed in a different file. These records regard a collaboration between the Center for Media and Learning (CML)/American Social History Project (ASHP) at City University of New York (CUNY) and Clarity Film Productions.

University of Southern California, 1988-2000	box 28	folder 350-353
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