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1973

## National Museum Act Program (1973-1974): Speech 04

Helmuth J. Naumer

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FORT WORTH MUSEUM OF SCIENCE & HISTORY 1501 MONTGOMERY STREET FORT WORTH, TEXAS 76107 817-732-1631

Statement by Helmuth J. Naumer, Executive Director  
Fort Worth Museum of Science and History  
July 19, 1973

As with many of the nation's museums, the Fort Worth Museum of Science and History faces a daily financial crisis that makes providing requested public service difficult if not impossible: e.g., the Planetarium roof has urgently needed repairs for two years (see attached roofing bid), but we have been unable to find a donor who wants to repair a roof; during 1969 we experienced an 89% staff turnover due to extremely low salaries; then a year later we experienced a 51% turnover of those individuals just employed; since then we have faced the same problems.

It is impossible to run an efficient organization when faced by daily emergencies such as these.

Despite the constant financial crises and conditions that would cause most businesses to fail, this museum has continued to do a singular service for a metropolitan area of 750,000 (see attached information sheet). However, unless some solution for funding daily operations is found, it is obvious that this museum cannot provide the additional services the public demands.

Federal funding will not be a panacea for all of the problems faced by museums, but it could help them from curtailing their services at a time when the public expects, needs, and demands more.

# THE FORT WORTH MUSEUM OF SCIENCE AND HISTORY

## INFORMATION 1972

The Fort Worth Museum of Science and History was one of the first 16 museums in the United States to achieve accreditation by the American Association of Museums. Governed by a 26 member Board of Trustees, the museum has a staff of 39 full time members, 72 part-time instructors, and a guild of 137 volunteers including 52 teenage volunteers.

The 88,000 square foot building sits on 3-1/2 acres of publicly owned property currently valued at over \$4.5 million.

### Attendance Statistics:

	<u>1963</u>	<u>1973</u>	<u>% of Increase</u>
Total Attendance	163,663	464,274	213%

### School Tour Program: (Kindergarten-College)

	38,111	93,231	145%
Volunteer Docent Program	34	106	212%

### Museum School: (Classes & Workshops - ages 3 to adult)

Student Attendance	32,090	49,571	54%
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### Special Museum Events: (Lectures, films, special exhibitions)

	8,378	15,151	81%
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### Planetarium: (Public shows)

	16,385	26,844	64%
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## COLLECTIONS

The museum maintains over 84,600 artifacts and specimens valued at \$819,421. The collections are maintained for research, exhibition, and teaching purposes in the museum school, loan kits, and school tours. The collections represent archaeology, malacology, early Americana, entomology, mineralogy, herpetology, mammalogy, meteoritics, paleontology, African, Southwestern, Mexican, and Central American ethnology, early firearms, dolls and toys, African mammals and birds, and Texas historical items.

## PROGRAMS

Museum School - The museum school offers over 575 classes and workshops a year to 5,512 enrolled students from age three up, making it the largest museum school in the country. Of these students, there were 702 three-to five-year-olds enrolled in the museum's unique preschool program.

School Tours - Fifty-two different levels of curriculum-coordinated school tours in science, history, astronomy, and health are provided for nearly 94,000 students. The museum program in astronomy and health are a part of the Fort Worth Independent School district curriculum.

Astronomy - The Noble Planetarium provides changing monthly public programs of the highest caliber using some 36 specialized projectors to augment the Spitz A-3P projector. Forty-five percent of the 48,435 individuals using the program are school children who attended curriculum-coordinated lectures not only in astronomy

Astronomy (Continued)

but history, geography and geology as well. This program also includes the Junior Astronomy Club where young people are taught to lecture, use the planetarium equipment, and construct telescopes.

Exhibits - The most extensive exhibit in the museum is the Dr. May Owen Hall of Medical Science, detailing the progress of medicine from stone age man to the present. It includes comprehensive sections on man's physiology and the history of medicine, as well as three turn-of-the-century period rooms depicting a doctor's office, dentist's office, and drug dispensary. The Hall of Texas History includes miniature dioramas and six period rooms. In the Hall of Man the visitor is introduced to world cultures through the use of such artifacts as clothing, pottery, baskets, totem poles, and shrunken heads. Other exhibit sections represent a variety of subjects, such as live Texas animals, African mammals and birds, world dolls, geology, paleontology, physical science, biology, and children's art. Throughout the year temporary traveling exhibits, such as those from the National Space Agency and the Atomic Energy Commission, round out the regular program. The museum's major exhibits are brought to life through the use of \*By-Word sound system, where the visitor may hear 4-1/2 hours of information and special sound effects.

Natural Science - This area of the museum's program provides scientific information to the public through its collecting and research activities. One of its main endeavors is to provide a unique opportunity for young people to collect, curate, and research specimens collected in Texas, Oklahoma, and Mexico. Some of their published

Natural Science (Continued)

research has achieved national recognition. The collected specimens are also used for curriculum-coordinated tours, for the museum school, and for loan to area school systems.

FINANCIAL STATISTICS

1972 Annual Operating Budget - \$376,415

83% Salaries

7% Maintenance

10% Supplies

0% Building Renovation & Addition

0% Collection Acquisition

1972 Cost Per Visitor - \$.81

1972 Annual Operating Budget Sources

36% City of Fort Worth

33% Museum Classes, Planetarium, Gift Shop, Tours

21% United Fund

10% Tarrant County

Future Needs - See Fifteen year funding plan and Outline of Growth attached.

# THE FORT WORTH MUSEUM OF SCIENCE AND HISTORY

## BASIC OUTLINE OF GROWTH

The following projects are basic requests of the public at large that need immediate attention because of over crowding and inadequate facilities. These projects do not reflect all possible programs and represent a conservative local approach to the needs of Fort Worth. All future plans emphasize the person-object involvement approach. Each area mentioned has an enlarged explanation of purpose which is available upon request.

### I. Building Additions:

#### A. Science-Technology Wing -

1. Includes science-technology exhibit areas, storage, laboratories, offices, restrooms and auditorium.
2. Exhibits -
  - a. Basic physics and chemistry
  - b. Magnetism
  - c. Meteorology exhibit - classroom
  - d. Local industry and technology
  - e. Public works of the city and county
3. Programs -
  - a. Expansion of all museum programs with emphasis on science and technology from school tours to lecture series.
  - b. Planetarium-Observatory

## II. Building Renovations:

- A. Auditorium = split into two school demonstration areas via folding wall, including cabinets for teaching artifacts and media.
- B. Animal Room - convert into Toy House Snack Shop.
- C. Lapidary (Classroom 11) - converts to animal room and live animal demonstration area.
- D. Old Snack Bar - convert into lapidary classroom (Classroom 2).
- E. Texas History Hall and associated area to become main storage and laboratories.
- F. Classrooms 3, 4, and 5 renovated for better use as arts and crafts rooms.
- G. Existing science department to become expansion of museum school facilities.

## III. Exhibit Additions:

- A. Who Is Man? - A new approach toward the creations of man and how his environment, his sociology, and his beliefs have shaped what he is today. Theme of "Man is Man," without emphasis on his creeds, colors, or races. Visitors after seeing exhibit should be proud of their heritage. (All writing grouped, religion grouped, war grouped, family life grouped, etc.).
- B. History Hall - Big Empty Room - Move Texas History Hall upstairs/update, develop more Fort Worth history and add extensive American History Section.
- C. Geology - Courtyard - converts to dinosaur-geology garden with small lecture amphitheater for demonstrations.
- D. Hall of Man and present Dinosaur - Geology Hall become community galleries to display community treasures, traveling exhibitions, local arts and crafts.



**III. Exhibit Additions (Continued):**

**E. Travelways (All hallways become learning walkways).**

1. Beneath a city street
2. Frontier Town
3. Northwest coast house

**F. The Functioning Museum Exhibits.**

1. Storage and laboratories
2. Exhibit shops
3. Engine rooms

**IV. Program Additions:**

**A. Museum extensions -**

**1. Operate existing Log Cabin Village -**

- a. Headquarters for museum history programs and research.
- b. Enlarge volunteer program to include elderly and teenagers.
- c. Change and improve existing school tours.
- d. University training program in history and museology.
- e. Conserve existing collections.

**2. Museum Outreach - Through police, community centers, park and recreation, schools, churches, United Fund services and civic organizations by providing exhibits, speakers, films, collections and demonstrations.**

**B. In-house program expansion -**

1. Expand traveling collections to schools and universities for teaching, museums for research and exhibit and businesses for product interpretation.

In-house program expansion (Continued)

2. Expand museum school -
  - a. Family field schools in history and science.
  - b. Vacant lot ecology.
  - c. Museum school expansion in existing program particularly for pre-schoolers and adults in science and history.
3. Lecture series -
  - a. Expand film program .
  - b. Humanities (speakers from Invisable University, local universities and colleges).
4. Research and publication in all areas of museum.