FOR: RESTON BLACK ARTS FESTIVAL
Howard T. Robinson
General Chairman
1684 Wainwright Drive
Reston, Va. 22090
632-7661
471-9394

FROM: LEWIS GILES, JR.
Public Relations Chairman
12122 Stirrup Road
Reston, Va. 22090
967-5122
860-1411

NEWS FOR THE PRESS
RELEASE AT WILL

MC KISSICK SLATED TO SPEAK
AT RESTON NEW TOWNS MEETING

RESTON, VA., AUG. 8, 1974—Floyd B. McKissick, new town developer of
Soul City, N.C., will highlight the new towns Conference, an innovative
feature of the sixth annual Reston Black Arts Festival scheduled for the
Labor Day holiday weekend, Aug. 31 through Sept. 2, at the Reston Interna-
tional Conference Center.

( more )
McKissick, president of the Soul City Co., will be the keynote speaker of the conference scheduled for Sat., Aug. 31, from 8 a.m. to 5:30 p.m., at Sheraton Inn. He will keynote the luncheon session and speak on "Soul City: The Interdynamics of a New Town."

The one-day conference, a new feature of the festival, sponsored by the Reston Black Focus, a non-profit community service organization, will attract an array of town planners and developers.

The conference subject, "New Town Agenda--Concepts and Realities," will be discussed in workshops, panels, and plenary sessions in addition to the luncheon keynote speech, providing a forum for interaction and critique among Reston residents and other new towns.

PERSPECTIVES TO BE CITED

Opening event of the one-day conference will be a panel on "New Town Perspectives," to which all conference attendees are invited to participate as reactors following presentations by panel members.

Among the moderators for the concurrent workshops on the key issues involving new towns will be Carlos C. Campbell, urban planning consultant; Constance LaFerriere, human relations staff member with Fairfax County Schools; Kathleen S. Davis, publication marketing manager, American Institute of Architects; Howard T. Robinson, festival general chairman, and Frederick A. Fresh, technical staff member, MITRE corp.

( more )
PANEL MEMBERS LISTED

Specialists in all fields connected with new towns have been invited to participate as conference panelists. Among those scheduled to participate are: Sarah S. Austin, field operations vice president, National Urban Coalition; James W. Todd, president, Gulf Reston, Inc.; W. Scott Ditch, public affairs vice president, The Rouse Co., Columbia, Md.; Mary Cahill, member, Democratic State Central Committee; Patrick F. Kane, urban planning consultant; Diane Hasuly, president, Reston Community Association; Robert L. Secundy, president, Humanics, Inc.

Also Dr. Dorothy S. Williams, policy and research planning director, U.S. Department of Housing and Urban Development; Dr. Elias Blake Jr., president, Institute for Service to Education; Leon M. West, director, Black Affairs Center; Taylor M. Williams, Superintendent, Fairfax County Schools; Robert S. Ewald, board member, Reston Home Owners Association.

Too Philip M. Gray, instructor, environmental and urban systems, Virginia Polytechnic Institute; Ronald R. Davenport, dean, Duquesne University School of Law; Dr. Albert L. Horley, director, technical communications policy, U.S. Department of Health, Education and Welfare.

And Maxine T. Wallace, urban planning professor at Howard University and formerly new communities specialist, U.S. Department of Housing and Urban Development; Dr. Phyllis A. Wallace, management lecturer, Massachusetts Institute of Technology, and John Hope III, head, program and policy

(more)
review, U.S. Civil Rights Commission.

CHARITABLE BENEFIT

The sixth renewal of the Reston Black Arts Festival, as the previous five, will serve as a charitable benefit, with proceeds from the festival dance designated for the Ralph Bunche Awards Program and the D.C. Black Repertory Theater under direction of Robert Hooks, actor-producer.

The Ralph Bunche Awards Program was launched by the United Nations Association of the United States of America as a memorial to the late Dr. Ralph Bunche, under-secretary general of the United Nations for two decades.

KEY LEADERS

Howard T. Robinson, formerly executive director of the Congressional Black Caucus, now foreign service officer with the U.S. Department of State, is the festival general chairman this year.

Heading the informal Reston Black Focus as chairperson of its governing steering committee is Beverley D. Sharp, an information computer systems consultant. Reston, a new town, has a population of about 30,000 in the beautiful Virginia suburbs of Washington.

Other events on the three-day program are the annual festival dance, black films theater, a poolside fashion show, and a tour of black Reston residents' homes—all of these events requiring admission tickets. The
admission is free for all events staged on the Dag Hammarskjold Plaza, including the open public dance and all musical entertainment and exhibits.

Another feature planned for the festival is an invitational tennis tournament of outstanding tennis players in the metropolitan Washington area.

END