1976

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Sears, Roebuck and Company, Chicago, Illinois, its third Award, previous ones in 1968 and '72, for The Sears-Roebuck Foundation film, U.S. Art—The Gift of Ourselves, demonstrating the evolution of American Art, and for the Foundation's continuing and increased participation in the Affiliate Artist program throughout the country.

Xerox Corporation, Stamford, Connecticut, its third Award, previous ones in 1969 and '72, for its sponsorship of the American Bicentennial Theatre—a season of ten American plays, both old and new—in cooperation with the John F. Kennedy Center for the Performing Arts. Xerox also commissioned six new American playwrights to write plays for possible production and expanded its participation in the Affiliate Artists program.

1976 “Business in the Arts” Awards
Honorable Mention

Arizona:
Phoenix Newspapers, Phoenix

California:
Almaden Vineyards, San Francisco
Oakland Tribune, Oakland

Colorado:
Chevron Oil Company, Denver

Illinois:
United Airlines, Chicago (Joint Entry)

Maryland:
The Stieff Company, Baltimore

Massachusetts:
Knight Quality Stations, Boston

Mississippi:
Mississippi Chemical Corporation, Yazoo City

New York:
Carrier Corporation, Syracuse
C F & I Steel Corporation, New York City
Crouse-Hinds Company, Syracuse
East New York Savings Bank, New York City
Ehrenreich Photo-Optical Industries, Garden City
RCA Corporation, New York City
SCM Corporation, New York City

Pennsylvania:
Air Products and Chemicals, Allentown

Texas:
American National Insurance Company, Galveston
K. Wolens Company, Corsicana

Washington:
Western Tours-Grayline, Seattle (Joint Entry)

South Africa:
De Beers Consolidated Mines Ltd., Kimberley

Esquire/B.C.A.
“Business in the Arts” Awards Judges
10th Annual Competition

Barry Bingham, Sr.
Chairman of the Board
Courier-Journal & Louisville Times

J. Carter Brown
Director
National Gallery of Art

David Lloyd Kreeger
Chairman of Executive Committees
Government Employees Companies

Myrna Loy
Actress

Stanley Marcus
Chairman of Executive Committee
Neiman-Marcus Company

Lloyd E. Rigler
President
Ledler Corporation

Glynn Ross
General Director
Seattle Opera Association

Julius Rudel
Director
New York City Opera

The Hon. Virginia Kilpatrick Shehee
President
Kilpatrick Life Insurance Company
of Louisiana

Catherine Filene Shouse
Wolf Trap Farm Park
for the Performing Arts

Carl Spielvogel
Vice Chairman of the Board
The Interpublic Group of Companies, Inc.

George Weissman
Vice Chairman
Philip Morris Inc.

Esquire/B.C.A.
“Business in the Arts” Awards
1700 Broadway, New York, N.Y. 10019
(212) 765-5980

AWARDS WINNERS

American Fletcher National Bank, Indianapolis, Indiana, for its extensive support of and involvement in a broad range of community arts programs including sponsorship of guest artists for the Indianapolis Ballet Theatre and Indiana Repertory Theatre; a continuing series of exhibitions in its headquarters building, and assistance in the production of a guidebook on significant, local architectural sites.

Bird & Son, Inc., East Walpole, Massachusetts, for its outstanding efforts in the field of historic preservation including a matching grant distributed to 115 groups in 45 states and a grant to the National Trust for Historic Preservation for the production of a definitive film on historic preservation.

Chubu-Nippon Broadcasting Company, Nagoya, Japan, for its grant of over $2-million to the Metropolitan Opera Company enabling 325 artists and auxiliary personnel from the Met to travel to Japan for a 3-week visit performing 3 different operas a total of 18 times in 3 Japanese cities.

ESQUIRE MAGAZINE
and
THE BUSINESS COMMITTEE
FOR THE ARTS

PRESENT

THE TENTH ANNUAL
“BUSINESS IN THE ARTS”
AWARDS

Forty-one corporations listed here have been selected as winners of an international competition conducted through the pages of Esquire Magazine in co-sponsorship with the Business Committee for the Arts. They were chosen from a field of more than 200 nominations and were named by an independent panel of distinguished arts and business leaders. 20 additional companies have been recognized with Honorable Mention.
RETURN AWARD WINNERS

1975 "Business in the Arts" Awards

Aluminum Company of America, Pittsburgh, Pennsylvania, its second Award, for its "Master Makers: Manet to Matisse," an exhibition relating key developments in modern art and touring to Australia; and for its sponsorship of programs and facilities of local arts organizations in communities where the company has operations.

Amoco Oil Company, Chicago, Illinois, its second Award, the first in 1971, for its sixth consecutive year of sponsorship of the American College Theatre Festival, including significant personal involvement and renewal of the college's patronage program.


CBS Inc., New York City, its second Award, the first in 1974, for its pace-setting national Corporate Fund for Dance and assistance to that organization's efforts to attract more corporate sponsors, and its continuing arts support programs representing 40% of CBS's total philanthropic program.

The Chase Manhattan Bank, N.A., New York City, its second Award, the first in 1966, for broad expansion of its arts support programs—total dollars given more than doubled between 1972 and 1975—allocating 40% to community and ethnic arts organizations and 60% to major cultural and educational institutions; a special grant in 1975 was made to the Whitney Museum of American Art for the exhibition, "200 Years of American Sculpture:"

CIBA-GEIGY Corporation, Ardsley, New York, its third Award, previous years in 1967 and '71, for its continuing sponsorship of four performing arts organizations in the New York metropolitan area, including an "Hourly" program and its financial support of arts councils and symphony orchestras in the five states where the company has operations.

Consolidated Edison Company of New York, Inc., New York City, its third Award, previous ones in 1971 and '73, for its leadership role in the Learning to Read Through the Arts program. This year it presented a catalog on Hispanic Arts resources, and for its continuing and expanded sponsorship of the Community Holiday Festival at Lincoln Center.

Corning Glass Works, Corning, New York, its second Award, the first last year, for the allocation of 54% of the Corning Glass Works Foundation to the arts in 1975, highlighted by the continuation of historic preservation of downtown Corning, the creation of a new art museum in Corning, temporarily housed in a corporate building, and start-to-finish company involvement in the new Corning Area Public Library.

Deere and Company, Moline, Illinois, its second Award, the first in 1968, for its "Deere Plan" adaptation of the Affiliate Artist program, designating the local arts council as official representative of the company; the company's arts support is gradually increasing its arts personnel and raises support from local sources for the program's continuation.

Exxon Corporation, New York City, its fifth Award, previous ones 1971-74 consecutively, for its sponsorship of Theatre in America, a 19-city, 6-venue tour of America's greatest playwrights, and for public television, continuing sponsorship of Lincoln Center Out-Of-Dors and the presentation of "Live from Lincoln Center," its early support of the National Endowment for the Arts
corporate-in-Residence program, and sponsorship of the radio premiere of 39 taped performances of the New York Philharmonic.

Ford Motor Company Fund, Dearborn, Michigan, its 3rd Award, previous ones in 1969 and '73, for its continuing support of symphonic music and dance and the sponsorship of programs for the arts, 2 performing arts centers, 2 theatres, 3 arts foundations, and 5 arts councils, and for the sponsorship of "Living Legacies," a photographic exhibition by J. Edward Bailey III for its financial assistance for the preservation of the Old Mariners Church in Delaware.

General Electric Company, Fairfield, Connecticut, its second Award, the first in 1972, for its Re-entry and Environmental Systems Division's innovative exchange program with the Philadelphia College of Osteopathic Medicine's arts program designed to bring arts to the hospitals campuses.

Kirkpatrick Oil Company, Oklahoma City, Oklahoma, its second Award, the first in 1974, for its "America on Stage: 200 Years of the People's Party in Texas," its support of public television for the production of an A Eames Celebration and The Tribal Eye, a seven-part series on tribal art.

Mobil Oil Corporation, New York City, its fifth Award, previous ones in 1971, '73, and '74, for its support of the exterior of the Franklin Institute and Jefferson and "America on Stage: 200 Years of the People's Party in Texas," its support of public television for the production of an A Eames Celebration and The Tribal Eye, a seven-part series on tribal art.

The Prudential Insurance Company of America, Newark, New Jersey, its second Award, the first in 1971, for its sponsorship of Sing America Sing, a cavalcade of song, dance and legend, at the John F. Kennedy Center for the Performing Arts, including the provision of a souvenier program and underwriting for a presentation of the program on PBS. Prudential also maintains significant support of arts councils and quality-level arts organizations through its various division offices.

Reader's Digest Association, Pleasantville, New York, its second Award, the first in 1968, for its sponsorship of twelve Arts and Culture Seminars in six different states, and for its overall support relating religious communities to the arts and providing arts experiences for audiences generally isolated from the cultural mainstream.

Josi. Schlitz Brewing Company, Milwaukee, Wisconsin, its sixth Award, previous ones in 1966, '68, '67, '70 and '71, for its long-standing sponsorship of the Milwaukee Jazz Festival in addition to its continuing sponsorship of the Newport Jazz Festival and Milwaukee Lake Front Festival.