1976

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RETURN AWARD WINNERS CONTINUED

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

Missouri:
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., Kimberly

Esquire/B.C.A.
"Business in the Arts" Awards
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 MAGAZINE
and
THE BUSINESS COMMITTEE
FOR THE ARTS

PRESENT
THE TENTH
ANNUAL
"BUSINESS IN THE ARTS"
AWARDS

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.

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 "Alcoa Foundation" sponsorship of "Modern Masters: 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 financial support.


CBS Inc., New York City, its second Award, the first in 1974, for its pace-setting national corporate funding for dance and assistance to that organization's efforts to attract major 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 1969, 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 exploring new ties to major 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 ones in 1967 and 71, for its continuing sponsorship of "The Singing Grapes," "a cavalcade of song, dance, and legend," at the John F. Kennedy Center for the Performing Arts, including the provision of a souvenir program and underwriting for a presentation of the program on PBS. CIBA-GEIGY, also, maintains significant support of community-level arts organizations through its various division offices.

The Prudential Insurance Company of America, Newark, New Jersey, its fifth Award, the first in 1972, 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 souvenir program and underwriting for a presentation of the program on PBS. Prudential also maintains significant support of community-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 Artfest at Egg Farm appointments in six different states relating to Hispanic cultural artists and providing arts experiences for audiences generally isolated from the cultural mainstream.

Jos. Schlitz Brewing Company, Milwaukee, Wisconsin, its sixth Award, previous ones in 1966, '68, '70 and '74, for its wide-ranging efforts on behalf of cultural activities in the Greater Milwaukee area, including an extensive program of corporate support to the Milwaukee Symphony through its 'businessman's approach' advertising campaign on the symphony's behalf. Attendee publicity generated substantially increased attendance at the festival and has served as a basis for other American symphony orchestras' corporate solicitation campaigns.

St. Paul Area Chamber of Commerce, St. Paul, Minnesota, for its efforts in the development of corporate support for the arts in the St. Paul and Ramsey area through "An Arts and Culture Task Force" program, conception of a "Corporate Culture Involvement" catalog encouraging corporate participation in arts services from local arts institutions, and development of an employee participation program bringing the arts to residents at their place of work.

Southeast Banking Corporation, Atlanta, Georgia, for its continuing support of the Coconut Grove Arts Festival, Metropolitan Museum and Art Galleries in New York, Miami, and the Dade County Library's Armorable program, as well as total underwriting of the Second Biennial International Graphics Exhibition and the commissioning of free gallery space to local artists throughout its statewide network of banks.

Southern Furniture Market Center, High Point, North Carolina, for the inclusion of arts center in the performing arts center's recent enlargement of its facilities, and the subsequent donation of the center to the city of High Point. The center contains a variety of rooms, convention space, and offices for various local arts organizations.

E. R. Squibb & Sons, Inc., Princeton, New Jersey, for its extensive exhibition program in its world headquarters building gallery highlighted in 1975 by "American Paintings: A Gathering from Three Centuries" (the first exhibition resulting from the National Collection of Fine Arts' Bicentennial inventory of privately-owned objects executed between 1914 and "Alaska: The Great Land" a photography exhibition originated and organized by Squibb for the National Parks Foundation.

United States Steel Corporation, Pittsburgh, Pennsylvania, for its $1-million commitment to the Carnegie Institute for operating expenses in addition to its continuing arts support programs through its $1.6 million sponsorship of the Three Rivers Arts Festival, a voice and instrument competition in Northwest Indiana, and for co-sponsorship of "Poetry on Buses" program in Pittsburgh.

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, the development of a catalog on Hispanic Arts resources, and for its continuing expansion of 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 presenter of the awards, which doubles the cost of the sponsorship for the first year then gradually decreases its corporate giving, and which 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, and the Exxon programs in New York City, Chicago, and San Francisco, for public television, continuing sponsorship of Lincoln Center Out-Of-Doros and the presentation of "Live from Lincoln Center," and for its $250,000 contribution to the MacDowell Colony artist-in-Residence program, and sponsorship of the radio presentation 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 organizations and for its yearly corporate sponsorship fund for the arts drives. 2 performing arts centers, 2 theatres, 3 arts festivals, 5 arts foundations, and for the sponsorship of "Living Legends" in 1975, a photographic exhibition by J. Edward Bailey, III for its financial assistance for the preservation of the Old Mariners Church in Detroit.

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 Art to extend GE's disci­ plines to pertinent disciplines in the arts; the college, in turn, will bring the fine arts to industrial employees at their place of work.

International Business Machines Corporation, Armonk, New York, its fifth Award, previous ones in 1966, '72, '73 and '74, for its wide ranging support of the arts: in the establishment of the Frank H. & Margaret Jefferson and "America on Stage: 200 Years of the Pennsylvania Playhouse" through its support of public television and "The Arts in America" for the production of the "Eames Celebration and the Tribal Eye," a seven-part series on tribal art.

Kirkpatrick Oil Company, Oklahoma City, Oklahoma, its second Award, the first in 1969, for its involvement in the arts: through a $3.5-million to the Oklahoma City Community Foundation for the creation of a Center for and its continued support of the symphony, art center, art council, theatre center, planetarium, and ballet company of Oklahoma City as well as the provision of computerized accounting services to various arts organizations in Oklahoma City.

Mobil Oil Corporation, New York City, its fifth Award, previous one in 1973, for its sponsorship of the annual "Twelve Days of Christmas" Festival at the John F. Kennedy Center for the Performing Arts featuring 40 free events and for its contribution to the Whitney Museum of American Art enabling the Museum to remain open on Tuesday evenings free to the public.

The Prudential Insurance Company of America, Newark, New Jersey, its first Award, the first in 1975, 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 souvenir program and underwriting for a presentation of the program on PBS. Prudential also maintains significant support of community-level arts organizations through its various division offices.

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