

1976

## Business Committee for the Humanities (1973-1979): Conference Proceeding 02

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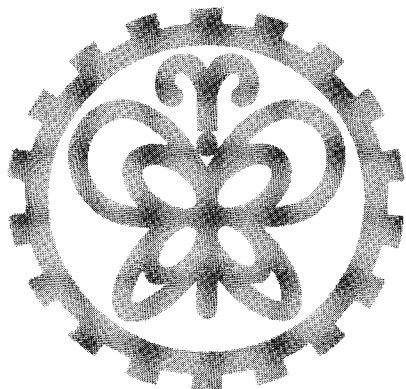
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## RETURN AWARD WINNERS CONTINUED

**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 '70, 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., Kimberly

## Esquire/BCA "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**

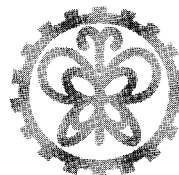
Wolf Trap Farm Park  
for the Performing Arts

**Carl Spielvogel**

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

**George Weissman**

Vice Chairman  
Phillip Morris Inc.



### Esquire/Business Committee for the Arts "Business in the Arts" Awards

1700 Broadway, New York, N.Y. 10019  
(212) 765-5980

## 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.*

## 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.

## AWARDS WINNERS CONTINUED

**Citibank, N.A., New York City,** for its continuing involvement with the Roundabout Theatre Company, facilitating that theatre's acquisition of a former movie house into a vital-arts center serving over 200,000 people in the Greater New York area annually. Citibank also initiated a consolidated corporate drive for the Roundabout for both capital and program support with a pace-setting grant.

**Franklin Mint Corporation, Franklin Center, Pennsylvania,** for its wide-ranging efforts on behalf of cultural activities in the Greater Philadelphia area by surveying the needs of area cultural institutions, assistance in the preparation of an Economic Impact Study of the cultural industry there, and the production of a multi-screen slide presentation explaining the fine and performing arts life in the area.

**Gulf Oil Corporation, Pittsburgh, Pennsylvania,** for its significant underwriting of public television in 1975 including the National Geographic series and the production of two specials made available to all PBS stations for use in the 2nd Annual Fund-Raising campaign. Gulf provided massive promotional assistance through its advertising firms and distributors nationally.

**Kemper Insurance Companies, Long Grove, Illinois,** for its support of the Lyric Opera Company of Chicago, including plant improvements for the Opera House, complete maintenance of a warehouse storing scenery and the retention of a year-round wardrobe mistress for 40,000 pieces of opera costuming. Additionally, Kemper maintains a sizeable corporate art collection and offers the services of its art curator and free exhibition space to community groups.

**The Lincoln Savings Bank, Brooklyn, New York,** for major sponsorship of the 30th Anniversary celebration of the New York City Center, the 50th Anniversary Gala for Martha Graham, an international painting exhibit at the New York State Theatre, and the American Ballet Theatre. Lincoln also has initiated a series of youth programs introducing them to various art disciplines and continued its program of providing free gallery space in branch offices for over 100 exhibitions.

**Oscar Mayer & Company, Madison, Wisconsin,** for its unsolicited challenge grant of \$250,000 from the Oscar Mayer Foundation towards the Civic Center of Madison helping to assure the success of that city's 40-year struggle for a center for the arts.

**McDonald's Corporation, Oak Brook, Illinois,** for its sponsorship of the Spring Festival at the John F. Kennedy Center for the Performing Arts providing 35 different events spanning many musical forms—all free to the public.

**The Raymond D. Nasher Company, Dallas, Texas,** for the conception and implementation of a cultural program in its development, NorthPark (Shopping Center) in Dallas, including sponsorship of "Summertop" a music festival featuring the Dallas Symphony Orchestra, full subsidization of the Dallas Repertory Theatre, and "Woodscrap Sculpture," a continuing children's program.

**The Norlin Foundation, New York City,** for the establishment of a \$250,000 endowment fund enabling 7-10 composers a year to spend a 4-10 week residency at the MacDowell Colony (New Hampshire) for the purpose of creating new music.

**J. C. Penney Company, Inc., New York City,** for its Bicentennial Music Celebration program which provided music and adjunct educational materials to over 29,000 schools in all 50 states and U.S. territories and utilized 1,740 Penney Store managers in presenting the gifts at the local level.

**Phelps Dodge Corporation, New York City,** for its support of the creation of a new work, *The Scarlet Letter*, by the Martha Graham Dance Company and sponsorship of the exhibition, "Sculpture: American Directions 1945-75," mounted by the National Collection of Fine Arts of the Smithsonian Institution.

**Public Service Company of New Mexico, Albuquerque,** for continuing and expanded support of the New Mexico Symphony Orchestra, Santa Fe Opera and the June Music Festival in addition to underwriting of special radio programming and special symphony appearances in remote communities throughout the state.

**S & C Electric Company, Chicago, Illinois,** for its efforts to broaden the base of corporate support to the Chicago Symphony through its 'businessmen's approach' advertising campaign on the symphony's behalf. Attendant publicity generated substantially increased corporate giving to the Chicago Symphony 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 County area through an "Arts and Culture Task Force", a Visual Arts competition, development of a "Corporate Culture Involvement" catalog encouraging corporate participation and purchase of arts services from local art institutions, and development of an employee participation program bringing the arts to residents at their place of work.

**Southeast Banking Corporation, Miami, Florida,** for its continuing support of the Coconut Grove Arts Festival, Metropolitan Museum and Art Center of Miami, Lowe Art Museum and the Dade County Library's Artmobile program, as well as total underwriting of the Second Biennial International Graphics Exhibition and the continuing provision 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 a \$1-million performing arts center in the company's recent enlargement of its facilities, and the subsequent donation of the center to the city of High Point. The center contains a 1,000-seat theatre, art galleries, meeting rooms, convention space, and office space 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 paintings executed before 1914) and "Alaska: The Great Land" a photography exhibition originated and organized by Squibb for the National Parks Foundation.

**United States Steel Foundation, Inc., Pittsburgh, Pennsylvania,** for its \$1-million commitment to the Carnegie Institute for operating expenses in addition to its continuing arts support programs throughout the country, including 16-years' sponsorship of the Three Rivers Arts Festival, a voice and instrument competition in Northwest Indiana, and co-sponsorship of the "Poetry on Buses" program in Pittsburgh.

## RETURN AWARD WINNERS

### 1975 "Business in the Arts" Awards

**Aluminum Company of America, Pittsburgh, Pennsylvania,** its second Award, the first in 1970, for The Alcoa Foundation's sponsorship of "Modern Masters: Manet to Matisse," an exhibition relating key developments in modern art and touring to Australia; and for its continuing 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 personnel involvement at the local, regional and national level.

**Atlantic Richfield Company, Los Angeles, California,** its third Award, previous ones in 1970 and '74, for its sponsorship of *The Adams Chronicles* and *Music From Aspen* series for public television, and the exhibition "American Art: The Philadelphia Achievement" at the Philadelphia Museum of Art; and for the Atlantic Richfield Foundation's support of the Free Public Theatre Foundation, Los Angeles, and the Philadelphia Civic Ballet.

**CBS Inc., New York City,** its second Award, the first in 1974, for its pace-setting grant to the National Corporate Fund for Dance and assistance to that organization's efforts to attract other 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 60% for larger, more established arts 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 touring exhibitions mounted from its corporate art collection, its 'noon-hour' employee programs on the arts, and its on-going program with the National Gallery of Art researching the ten most widely-used pigments throughout history 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, sponsorship of an arts seminar and production of 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 Work Foundation contributions budget 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 artist; the company fully underwrites the cost of the sponsorship for the first year then gradually decreases its support as the arts council 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*, *Dance in America* and *Music in America* series for public television, continuing sponsorship of Lincoln Center Out-of-Doors and the presentation of "Live from Lincoln Center," continuation and expansion of its Affiliate Artist Conductor-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 symphony orchestras in 28 cities, 11 art museums, 12 united fund for the arts drives, 2 performing arts centers, 2 theatres, 3 arts festivals, and 5 arts foundations, and for the sponsorship of "Living Legends in Black," a photography 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 providing lecturers in GE's disciplines to pertinent disciplines in the arts; the college, in turn, will offer classes in 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 sponsorship of the exhibitions, "The World of Franklin and Jefferson" and "America on Stage: 200 Years of the Performing Arts," and for its continued support of public television for the production of *An Eames Celebration* and *The Tribal Eye*, a seven-part series on tribal art.

**Kirkpatrick Oil Company, Oklahoma City, Oklahoma,** its second Award, the first last year, for its contribution of over \$3-million to the Oklahoma City Community Foundation for the creation of a Center for Science and Arts, and for its continued support of the symphony, art center, arts 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 ones in 1968, '70, '71 and '74, for its continuing 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 generous 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 second Award, the first in 1974, 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 programs to 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 Affiliate Artist appointments in six different states since 1972 relating religious communities to the arts 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, '67, '68, '70 and '71, for the introduction of the New Orleans Jazz and Heritage Festival in addition to its continuing sponsorship of the Newport Jazz Festival and Milwaukee Lake Front Festival.