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Business Committee for the Humanities (1973-1979): Correspondence 04

Goldwin A. McLellan

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BUSINESS COMMITTEE FOR THE ARTS, INC.
1700 Broadway, New York, N.Y. 10019 (212) 765-5980

Chairman
ROBERT W. SARNOFF

President
GOLDWIN A. McLELLAN

July 9, 1976

Mr. Michael Straight
Deputy Chairman
National Endowment for the Arts
Washington, D. C. 20506

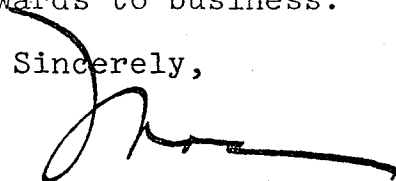
Dear Michael:

I send you and the members of your group, who attended the meeting at Bob Sarnoff's home, a copy of the paper we have prepared and distributed to all members of BCA.

We have had several stormy sessions on this program. I hope that our next session will be on another subject and a more pleasant one.

You might be interested in a copy of our BCA News just off the press. In it, we talk about Fred Richmond's bill to benefit the arts and education in this country as well as our program for awards to business.

Sincerely,



Goldwin A. McLellan

GAMcL:dm
Enclosures

cc: Miss Nancy Hanks
Mr. Carl Stover
Mr. Ray Schaefer
Mr. Livingston Biddle
Mr. Greg Fusco

One hundred fifty million dollars was given to the arts by American business in 1975; at least ten corporations each gave over one million.



A publication of the
BUSINESS COMMITTEE
FOR THE ARTS, INC.

No. 34, July, 1976

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LEGISLATORS AND ARTS ENDORSE ARTS & EDUCATION BILL

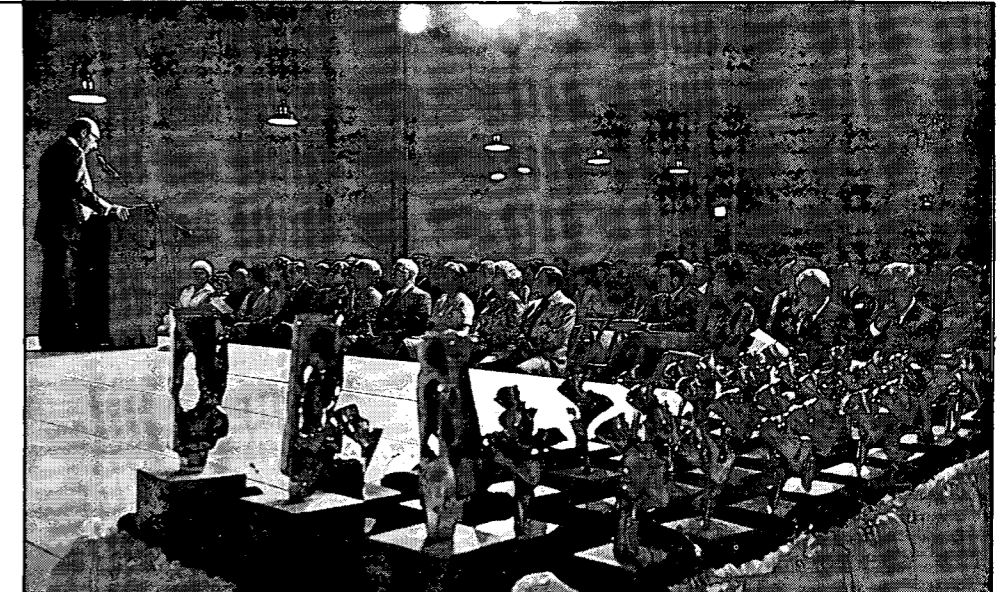
Congressman Fred Richmond (D-N.Y.) has introduced a Bill, HR 8274, which if passed, would be of enormous benefit to the arts and education in this country. Congressman Richmond's Bill provides for a check-off box on the Federal Income Tax form wherein the taxpayer may make a tax-deductible donation to the National Endowment for the Arts, the National Endowment for the Humanities, or both equally. These monies will be used for programs eligible for Endowment funding, as *supplemental funds* over and above Congressional appropriations, and could not be used to finance administrative costs.

The Bill is a modest proposal with the potential to collect nearly \$1.8 billion from individual taxpayers each year by small donations of \$5.00 to \$50.00 as shown by the recent Harris Poll, "Americans and the Arts". The poll indicated that 64 percent of the adult public would be willing to pay an additional \$5. a year for support of the arts and cultural facilities, 47 percent would be willing to pay an additional \$25 a year, while 36 percent would pay an additional \$50.

HR 8274 is currently pending before the House Ways and Means Committee, where all tax legislation originates. Supporters of the Richmond Bill are pressing for hearings.

Thus far the Bill has 19 co-sponsors including three members of the Ways and Means Committee, including Burke (Boston), Rangel (New York) and Stark (San Francisco). In addition, numerous distinguished artists and educators have joined the list of endorsers and well known organizations have publicly indicated support.

Mobil Oil Corporation, in announcing the transfer of the New York City-based operating units of its U.S. Marketing and Refining Division to Fairfax County, Virginia, said one of the major reasons for the decision is the conveniently available cultural amenities in the area.



Robert W. Sarnoff, chairman, addressing the 10th Annual "Business in the Arts" Awards winners on June 10, 1976 in the IBM's Chautauqua tent at JFK Center in Washington, D.C.

41 Corporations Received Esquire/BCA Awards for Outstanding Arts Contributions in 1975

A Japanese broadcasting company, a manufacturing company in East Walpole, Massachusetts, an insurance company in Long Grove, Illinois, and a furniture company in High Point, North Carolina, were among the winners in the Tenth Annual "Business in the Arts" Awards announced by the competition's co-sponsors, Esquire Magazine and the Business Committee for the Arts. The Awards to the winning companies were made at the John F. Kennedy Center for the Performing Arts in Washington, D.C. on Thursday, June 10th, 1976. The Awards, given to corporations for outstanding support programs in the fine and performing arts in calendar year 1975, included 21

first-time winners and 20 companies that have won at least once previously. Twelve of this year's award-winning companies each gave over one-million dollars to the arts in 1975.

In announcing the 1975 Awards, Esquire's Founding Editor, Arnold Gingrich, and BCA's President, Goldwin A. McLellan, noted that the diversity of the arts projects initiated or supported by the corporations is as remarkable as the growth in the volume of corporate financial support. Winning projects included assistance in the preparation of an economic impact study of the arts in a single city, support for the creation of a major new dance work, and a bicentennial music program that in-

Since 1966, when the Esquire/BCA Award competition was conceived, 217 companies have received Awards and 264 have received Honorable Mention. The companies honored in the competition have been located in 177 cities in 48 states, and 2 cities in England, 2 in Canada, 1 in Japan and 1 in South Africa.

Annual Esquire/BCA Awards

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1975 ESQUIRE/BCA AWARDS

competition and in that short period of time the competition has achieved both national and international renown and its awards are eagerly sought and highly prized".

Mr. Samuel Ferber, Publisher of Esquire Magazine, told the winners, "...business has come a long way in its appreciation of the arts and the generosity and sophistication of its involvement".

Award winners were selected by a jury consisting of distinguished arts and business leaders: Barry Bingham, Sr.; J. Carter Brown; David Lloyd Kreeger; Myrna Loy; Stanley Marcus; Lloyd E. Rigler; Glynn Ross; Julius Rudel; Virginia Kilpatrick Shehee; Catherine Filene Shouse; Carl Spielvogel and George Weissman.

A list of award winning companies is in the centerfold.

The winners assembled in Washington on Wednesday evening, June 9th, to view the

current bicentennial exhibition at the National Gallery of Art, "The Eye of Thomas Jefferson", sponsored by the Exxon Corporation. Exxon also hosted a reception in the Founders' Room of the National Gallery after which winners were invited to a concert by the National Symphony Orchestra and a reception hosted by the National Trustees of the National Symphony Orchestra at the Kennedy Center.

The actual awards presentations were made on Thursday, June 10, in the Chautauqua tent which is part of the exhibition, "America on Stage: 200 Years of the Performing Arts", sponsored by the IBM Corporation which will be on view there through December of this year. This was followed by a champagne brunch at the Kennedy Center. Later in the afternoon, the First Lady Mrs. Gerald R. Ford, hosted a reception at the White House for the Trustees of the National Symphony Orchestra and winners of the 10th "Business in the Arts" Awards.



Mrs. Gerald R. Ford, the First Lady, who hosted a White House reception for Award winners, with Mr. Goldwin A. McLellan, President of BCA, who is holding an Award sculpture.

cluded distribution of music and adjunct educational materials to over 29,000 schools in all 50 states and in U.S. territories.

In 1975, eleven American award-winning companies contributed over one million dollars each in support of a wide range of arts projects and one foreign company, Chubu-Nippon Broadcasting Company, Nagoya, Japan, made a grant of over two million dollars to the Metropolitan Opera Company to enable 325 artists and auxiliary personnel from the Met to travel to Japan for a three-week visit, performing three different operas a total of 18 times in three Japanese cities.

Mr. Robert W. Sarnoff, Chairman of the Business Committee for the Arts, stated at the awards presentations, "It is the tenth birthday of the Business in the Arts Awards



Robert W. Sarnoff, chairman of BCA presents award to Gensaku Kojima, chairman of Chubu-Nippon Broadcasting Co. as A.L. Blinder, president of Esquire, looks on.

Thomas Jefferson had an eye for the Greek Goddess

Characteristic of the eighteenth century, Venus de Medici the famous Greek sculpture, was considered to be the embodiment of ideal perfection and headed a list of works Thomas Jefferson would like to have owned in copy or cast for his Monticello. This emergence of the classical past, as a result of archaeological discoveries in Italy and Greece, redefined the ideals of the eighteenth century, and through Jefferson, formed the basis of culture in the nation. The National Gallery of Art's major Bicentennial evokes Jefferson's life-long commitment to the visual arts, which included his deep appreciation of the arts as well as his designing many architectural and landscaping plans and pieces of decorative arts. The exhibition, entitled *The Eye of Thomas Jefferson*, will be on view in Washington at the National Gallery through September 6. The exhibition is supported by a grant from Exxon Corporation.

The Medici Venus
Lent by the Galleria degli Uffizi, Florence.



VIEW FROM FIRST BALCONY of restored Lexington Opera House shows the ornate proscenium arch framed by box seats on either side. Left side of proscenium arch has been swung open. Right section also swings away, increasing opening by 8 feet wide.

RESTORE LEXINGTON OPERA HOUSE

The restored Opera House in Lexington, Kentucky, opened on May 7th, 1976, with Eugene Fodor, the brilliant young American violinist, as the featured performer. Originally opened in 1887, the Opera House was the cultural center of a growing and sophisticated Lexington for several decades before it gave way to the increasing popularity of movies.

After many years of neglect and deterioration, the theater was given a new lease on

life in 1974 when the \$2.5 million restoration/reconstruction process began that would recreate the elegance and fine production capabilities of the original Opera House. In 1975 local arts groups formed an Opera House Fund to raise additional money for acquisition of adjacent properties, more furnishings, and operating expenses. The Opera House Fund has raised in excess of \$1 million from state government, individuals and businesses.

Payroll Deductions May Help Arts Funding

Most arts organizations are finding traditional Annual Fund appeals less and less able to close the gap between expenses and earned income. An ever-increasing demand for arts services and a rising rate of inflation simply push expenses well beyond the reach of the typical, annual campaign.

Just such a situation—almost total reliance on a stagnant Annual Fund has, this year, compelled the Saint Paul-Ramsey Arts and Science Council to augment and refine its traditional campaign in two ways. First, an effort has been made to find new fund-raising methods that might complement the traditional Annual Drive. Secondly, the Arts and Science Council has sought to sophisticate and expand its traditional annual campaign.

The problem was two-fold: not only did the council have to educate prospective donors, it also had to give them new, more convenient ways to give. A challenge grant and a campaign to characterize the arts as having "something for everyone" helped heighten public awareness.

Ultimately, the council decided the obvious answer was to implement payroll deduction

plans in a variety of Twin City organizations. It was not a new idea, but no one had dared venture into the long established and exclusive domain of the United Way.

The Council presently has seventeen organizations participating in payroll deduction plans and that number is growing. Organizations presently participating include: 4 banks, 1 trust company, 2 insurance companies, 1 brokerage house, 3 public accounting firms, 4 law offices, 1 manufacturing company, and the Arts and Science Council office and its member agencies.

It is too early to document results. The council is cautiously optimistic, but is just now in the process of making actual appeals.

Payroll deduction is an exciting fund-raising tool which could greatly expand the base as well as the level of individual support of the arts. However, the St. Paul Council's initial experience indicates that while this plan can bring dramatic results, it is only as successful as one's basic fund-raising fundamentals allow it to be. Payroll deduction for the arts is not a panacea, but it is an exciting development and certainly worth further investigation.

Scouting as seen through the eyes of Norman Rockwell

J.C. Penney Company, Inc. sponsored a two-week exhibition (May 17-28, 1976) of 31 of Norman Rockwell's famous paintings of the Boy Scouts in connection with the Boy Scouts of America's Annual National Meeting in New York. The exhibition was held in the J.C. Penney building and was presented by that company as tribute to the Scouts and the man that caught the spirit of their organization on canvas.

Robert W. Sarnoff, a member of the board of the Boy Scouts and Chairman of the Business Committee for the Arts, brought the collection to the attention of J.C. Penney.

Donald V. Seibert, Chairman of the Board of J.C. Penney, is pictured above viewing one of Rockwell's most famous paintings.

FOUR BUSINESS LEADERS JOIN BCA

The four top business executives shown at the right have accepted our invitation to join the Business Committee for the Arts.



Lincoln Center for the Performing Arts, New York

When you visit a museum or library, enjoy a touring art exhibition and public service TV program, applaud a symphony orchestra and dance group, or admire the talents of a gifted performer at a concert, chances are that contributions from business helped make it possible.

Hundreds of companies—from big ones such as IBM, Exxon, Corning Glass, Alcoa, Texaco, to many smaller ones—have made such contributions an integral part of their corporate philosophy. And each year, the business community is picking up a greater share of this aid. In fact, despite the economic downturn, business contributed \$150 million in 1975, more than in any previous year. The Business Committee for the Arts estimates that companies have given over \$600 million to cultural activities during the past five years.

Why do so many contribute? Because, like our corporation, they recognize the need to preserve and enhance our nation's cultural assets. Cultural endeavors provide opportunities for people to express themselves. And corporations are made up of people . . . people seeking better communities in which to live, work, raise their children. When we at Allied Chemical provide leadership for the local

arts council or help a theatrical group or contribute to libraries and museums, the life of the entire community is enriched.

But companies can spend money only in relation to their earnings. When profits are up, more funds for contributions can be set aside. When profits are down, less money is available. Yet, during a period when profits are more important than ever to our nation's future, they are far from adequate.

A recent survey showed Americans think the average manufacturing corporation makes more than 30 cents profit on every sales dollar. The truth is that in 1975 it was less than 5 cents.

The artist in America always has traveled a rocky road. It's going to take more profits, not just good intentions, to take some of the bumps out of that trip.



Where Profits Are For People

If you'd like to learn more about Allied Chemical and how we're putting profits to work, please write to P.O. Box 2245R, Morristown, New Jersey 07960.

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The above advertisement appeared on the Op-Ed page of the New York Times of May 4, 1976 and through the courtesy of Allied Chemical we are reproducing it here for its pertinent message.

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of the Board
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Andrew Heiskell
Chief Executive Officer
& Chairman of the Board
Time, Inc.
New York City

James E. Lee
President
Gulf Oil Corporation
Pittsburgh,
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