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

Goldwin A. McLellan

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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

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 total of 18 times in three Japanese cities.

Business Committee for the Arts;
Mr. Robert W. Sarnoff, Chairman of the
Nippon Broadcasting Company, Nagoya,
Japan, made a grant of over two million dol­
lar to the arts in 1975. The grant was made to a
Japanese broadcasting company, a
foreign company, Chubu-Nippon
Broadcasting Company.

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 win­
ers in the Fourteenth 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 each gave over one-million
dollars to the arts in 1975.

ASSESSED TO ARTS

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 Fisher, 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 con­
sisting of distinguished artists and business
leaders: Barry Bingman, Sr.; J. Carter
Brown; David Lloyd Krueger; Myrna Loy;
Stanley Marcus; Lloyd E. Rigler; Glyn
Ross; Julius Redell; Virginia Kilpatrick
Sheber; Catherine Filene Shouse; Carl
Spinthel and George Weissman.

A list of award winning companies is in the
centerfold.

Mrs. Gerald R. Ford, the First Lady, who hosted
a White House reception for the Trustees of the Na­
centerfold.

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a White House Reception for the Trustees of the Na­

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

The Bill is a modest proposal with the
potential to collect nearly $1.8 billion from individual taxpayers each year by
small donations of $0.00 to $50.00 as shown by the recent Harris Poll, “Amer­
icans and the Arts”. The poll indicated that 64 percent of the adult public would be will­ing to pay an additional $5 a year for the arts and cultural fa­
cilities, 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. Sup­
porters of the Richmond Bill are press­ing for hearings.

Thus far the Bill has 19 co-sponsors in­
cluding 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 in­
dicated 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 Coun­
ty, Virginia, said one of the major rea­sons for the decision is the conveniently
available cultural amenities in the area.

The annual competition is one of the major new dance works, and a
bicentennial music program that in-
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 dol­
ars each in support of a wide range of arts
projects and one foreign company, Chiba­
Nippon Broadcasting Company, Nagoya,
Japan, made a grant of over two million dol­
ars 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 16 times in three Japanese cities.
Mr. Robert W. Saroff, Chairman of the
Business Committee for the Arts, said at
the awards, presentations. “It is the tenth
birthday of the Business in the Arts Awards

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

No. 34, July 1976

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 In­
come Tax form wherein the taxpayer may
take a tax-deductible donation to the
National Endowment for the Arts, the
National Endowment for the Hu­
morists, or both equally. These monies will
be used for programs eligible for
Endowment funding, in supplemental
funds over and above Congressional ap­
propriations, and could not be used to
finance administrative costs.

Robert W. Saroff, chairman, addressing the 10th Annual “Business in the Arts” Awards winners on
June 10, 1976 in the IBMs 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 win­
ers 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, Es­
quire’s Founding Editor, Arnold Ging­
rich, 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 corpo­
rate financial support. Winning projects
included assistance in the preparation
of an economic impact study of the arts
in a single city, support for the crea­
tion of a major new dance work, and a
bicentennial music program that in-
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, reaffirmed 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 is supported by a grant from Exxon Corporation.

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 1867, 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.

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

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 the man that caught the spirit of the Arts.

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.

The Road to Culture Is Paved with Profits

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 last year—$35 million more than in any previous year.

The Business Committee for the Arts estimates that companies have given over $500 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 endowments 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. The more money 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 dollar of sales. The truth is that in 1975 it was less than 3.

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.

RESTORE LEXINGTON OPERA HOUSE

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 a 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.

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