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NEW CASTLE, IND.

COURIER-TIMES

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DEC 23 1977

Support of Arts A Sign Nation Is Maturing

Support for the arts from both private and public sources has never been greater. This is especially true for business. During the past decade corporate support for the arts increased tenfold, according to a survey published last July by the Business Committee for the Arts.

It found that while corporations gave \$22 million to arts and cultural programs in 1967, last year they gave \$221 million — a sum more than double the year's support for the National Endowment for the Arts from the federal government. One company, Exxon, is now said to be the largest single private supporter of the arts in the United States. Last year, 12 companies, including Exxon, each donated at least \$1 million.

Museums attracted the most corporate money in 1976, receiving about 22 cents of each dollar donated. Public television and radio and symphony orchestras also were popular recipients. The biggest shift in corporate support was to the theater, whose share increased from three cents in 1973 to seven cents in 1976. Corporate donations to opera and the dance also have increased in recent years.

"There are fewer and fewer of the very large family fortunes and private foundations the arts used to rely on," explained Donald S. MacNaughton, board chairman of the Prudential Insurance Corp. If corporations do not fill the void created by the loss of traditional sources of support, MacNaughton said, "there is a great danger the arts will be dominated by government."

The increased support for the arts has come from individuals, too, in both large and small amounts, but the significant fact seems to be that the rank and file Americans have a greatly increased interest in the arts.

The Indiana University Music School, incidentally, is so highly regarded that it provides performers for opera companies and orchestras throughout this country and abroad.

It is all a matter of America maturing, growing up and enjoying the entertainment adults enjoy. We are not longer just a frontier country.