1976

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**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
- **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

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**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 $5-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.

**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
  - Philip Morris Inc.

**Esquire/Business Committee for the Arts**

**“Business in the Arts” Awards**

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

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

Franklin Mint Corporation, Franklin Center, Pennsylvania, for its wide-ranging efforts on behalf of cultural activities in the Greater Philadelphia area, surveying the needs of area cultural institutions, assistance in the preparation of an Economic Impact Study of the area 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 the 1974 Spring Festival at the National Geographic series and the production of two special programs made available to all PBS stations for use in the 2nd Annual Fund-Raising campaign.

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 workshop storing scenery, and the retention of a year-round wardrobe mistress for 40,000 pieces of opera costume. 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 a major sponsorship of the 30th Anniversary celebration of the New York City Center, the company for its first sponsorship of a Graham Dance Company and sponsorship of the exhibition, "The Schoonmaker," 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 throughout the 16-year 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, for its continuing sponsorship of "Modern Masters: Manet to Matisse," an exhibition relating key developments in modern art and touring to Australia; and for its support 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 support.


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 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 extending its support to new 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 by the CIBA-GEIGY Corporation, its "noon-hour" employee programs on the arts, and its on-going program with the National Gallery of Art researching the ten lost works of Vermeer and the Dade County Library's Armotbble 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 arts centers in the performing arts in the city's recent enlargement of its facilities, and the subsequent donation of the center to the city of High Point. The center contains an art gallery, a crafts showrooms, craft repos, rooms, convention space, and office space for various local arts organizations.


Exxon Corporation, New York City, its fifth Award, previous ones 1971-74 consecutively, for its sponsorship of Theatre in America, offering assistance in the preparation of an Economic Impact Study of the industry, the continuing provision of free gallery space to community groups.

Ford Motor Company Fund, Dearborn, Michigan, its 3rd Award, previous ones in 1969 and '73, for its continuing support of symphonic and performing arts organizations, offering community cultural presentations and the sponsorship of theFord Artistic and Educational Workshop Center-In-Residence Program, and sponsorship of the radio presentation of 39 taped performances of the New York Philharmonic.

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 Osteopathic Medicine in GE's disciplines to pertinent disciplines in the arts; the college, in turn, will offer courses 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 support of the extension of the "Franklin Institute" and "Jefferson" and "America on Stage: 200 Years of the People's Parties," with 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 in 1975, for its sponsorship of the Oklahoma Community Foundation for the creation of a Center 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 1971-74 consecutively, 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 tours 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 third 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.

Reader's Digest Association, Pleasantville, New York, its second Award, the first in 1968, for its sponsorship of Twelve Alf Alpert and spaghetti dinners in six different states 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 its contribution to the "Art and Sports Festival" in addition to its continuing sponsorship of the Newport Jazz Festival and Milwaukee Lake Front Festival.