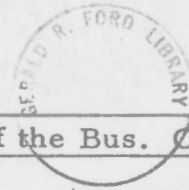


The original documents are located in Box 7, folder “6/10/76 - National Symphony's 10th Anniversary Celebration of the Business Committee for the Arts Awards” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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FACT SHEET
Mrs. Ford's Office



Event Reception
 Group National Symphony's 10th Anniversary Celebration of the Bus. Committee for the Arts Awards
 DATE/TIME June 10, 1976 3:00 p.m.
 Contact Pat Howard Phone 2927
 Number of guests: Total 225 Women x Men x Children (a few)
 Place State Floor
 Principals involved Mrs. Ford
 Participation by Principal yes (Receiving line) yes (?)
 Remarks required no
 Background On the evening of June 9, 1976 and through midday of June 10, 1976 the Nat'l. Symphony Orchestra's Board of Directors and National Trustees will be hosts for the annual presentation of awards honoring corporations for outstanding support programs for the fine arts and the performing arts in the calendar year of 1975.

REQUIREMENTS

Social: Guest list yes (Pat Howard will distribute list)
 Invitations no Programs no Menus no
 Refreshments yes (coffee, iced tea and tea pastries)
 Entertainment no
 Decorations/flowers yes
 Music yes
 Social Aides yes
 Dress Business Suits - Short Dresses for the Ladies Coat check if needed (DRR)
 Other --

Press: Reporters yes
 Photographers yes
 TV Crews no
 White House Photographers yes Color yes Mono. ---
 Other --

Technical Support: Microphones no PA Other Rooms no
 Recording no
 Lights no
 Transportation buses and a few cars (arrive thru SE Gate)
 Parking South Grounds
 Housing --
 Other -- (Risers, stage, platforms) --

Project Co-ordinator Pat Howard Phone 2927

Site diagrams should be attached if technical support is heavy.

THE WHITE HOUSE

WASHINGTON

June 9, 1976

MRS. FORD:

Event: Reception for the National Symphony's 10th Anniversary
Celebration of the Business Committee for the Arts Awards

Date/Time: June 10, 1976 3:00 p. m.

Place: State Floor

Number of
Attendees: Approximately 215 guests

Principals: Mr. and Mrs. David Lloyd Kreeger
(Mr. - President of the National Symphony)
Mr. and Mrs. John Connor
(Mr. - Chairman, National Trustees of the National
Symphony and Chairman of the Board of Allied Chemical
Corporation)
Mr. and Mrs. Abraham Blinder
(Mr. - President of Esquire, Inc.)
Mr. Goldwin McLellan
(President, Business Committee for the Arts)

Schedule of
Events:

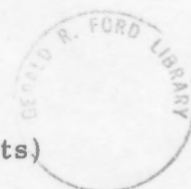
3:00 p. m.

Your guests will arrive through the Southeast Gate and will enter the White House through the Diplomatic Reception Room. They will be escorted to the State Dining Room where they will be served refreshments.

NOTE: Coffee, iced tea and tea pastries will be served.

3:05 p. m.

After your guests have arrived, Maria Downs will escort you via elevator to the Blue Room where you will receive your guests from a position along the west wall.



-2- Reception for the National Symphony's 10th
Anniversary Celebration of the Business
Committee for the Arts Awards

The principals, Mr. and Mrs. Kreeger;
Mr. and Mrs. Connor; Mr. and Mrs.
Blinder; and Mr. McLellan, respectively,
will be first through the receiving line.

3:40 p. m.

After the receiving line concludes, you
may wish to join your guests for
refreshments or you may wish to bid
farewell and return to the Family Quarters.

NOTES:

Marine Corps String Ensemble will be
positioned in the Grand Hall.

Social Aides will be present.

There will be full press coverage.

A White House photographer will be present.

Background items are attached.

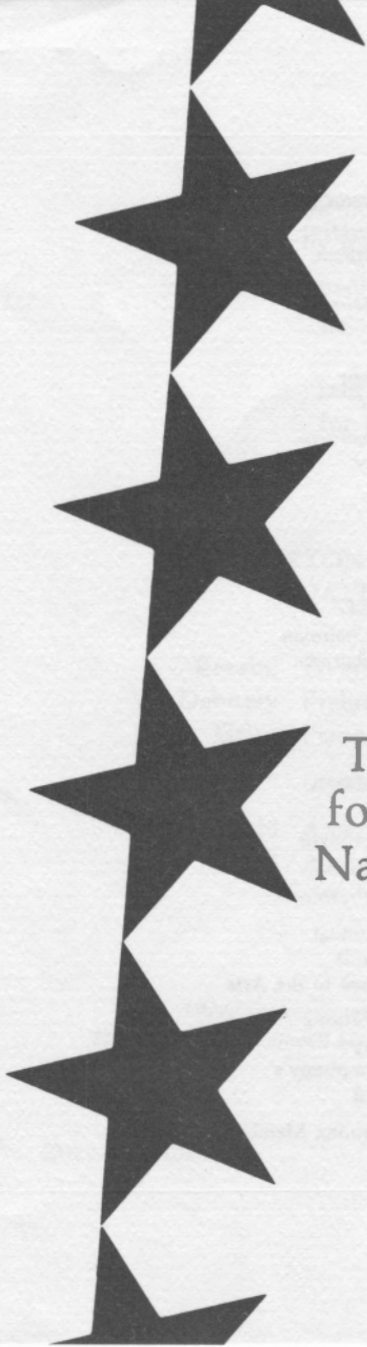
Guest list is attached.

BACKGROUND INFORMATION:

The National Symphony's Board of Directors and National Trustees are hosting the 10th Anniversary Celebration of the Business Committee for the Arts Awards. These awards honor corporations for their outstanding contributions to the fine and performing arts. The Business Committee for the Arts Awards winners total 41 and these awards will be presented during the morning on June 10, 1976. The National Symphony will make one award presentation on June 9, 1976 and that will be their National Corporate Award to Mobil Oil Corporation.

Pat Howard





To thank you
for your support of the
National Symphony



THE NATIONAL SYMPHONY ASSOCIATION

Mr. David Lloyd Kreeger, *President*
Mr. Robert W. Alvord, *Chairman,*
Executive Committee
Mr. Leonard L. Silverstein, *Chairman,*
Endowment and Special Projects
Committee
Mrs. Dale Miller, *Chairman*
Development Committee
Mrs. Kimball C. Firestone, *Chairman*
Special Events Committee

THE 1976 ANNUAL FUND

Mr. Austin Kiplinger, *General Chairman*
Mrs. Katharine Graham, *Co-Chairman*

SPECIAL GUESTS

The National Trustees of the
National Symphony
The Hon. John T. Connor, *Chairman*
Mr. Edward W. Carter, *President*
Mrs. Forrest E. Mars, Sr., *Vice President*
The Recipients of the 10th Annual
"Business in the Arts" awards
for Outstanding Corporate Contributions to the Arts
The Corporate Sponsors and Patrons
of the National Symphony
The Recipient of the National Symphony's
National Corporate Award
The Benefactors, Patrons, Sponsors, and Sustaining Members of the
National Symphony

You Are Cordially Invited to a Concert
by the National Symphony

Wednesday evening, June the ninth at eight-thirty
in the Concert Hall
of the
John F. Kennedy Center
for the Performing Arts



MORTON GOULD, Guest Conductor
DAVID BAR-ILLAN, Piano

Rossini Overture to "La Gazza Ladra"
Debussy Prelude to "The Afternoon of a Faun"
Grieg Piano Concerto in A Minor

Intermission

Gould American Ballads*
Gould American Salute



*Washington premiere of the Bicentennial Commission by the
New York State Council on the Arts and the United States Historical Society.

Dress Optional

RSVP Card
Enclosed

THE NATIONAL TRUSTEES OF THE NATIONAL SYMPHONY ORCHESTRA

Miss Marian Anderson
Mr. Richard T. Baker
Mrs. Perry Richardson Bass
Mrs. Walter H. Beech
The Honorable Karl R. Bendetsen
Mr. Philip S. Boone
Dr. Lee Hastings Bristol, Jr.
Mr. Edward E. Carlson
Mr. Edward W. Carter
Mr. Ivan Chermayeff
Mrs. John B. Connally
The Honorable John T. Connor
Mr. Trammell Crow
Mr. Nathan Cummings
Mrs. Preston Davis
The Honorable Shelby Cullom Davis
The Honorable Angier Biddle Duke
The Honorable Leonard K. Firestone
The Honorable Henry H. Fowler
Mr. Arnold Gingrich
Mr. James L. Hayes
The Honorable Jerome H. Holland
Mrs. Elton Hyder, Jr.
Mr. Donald M. Kendall
Mrs. Ralph Lazarus
Mr. Noel Levine
Dr. Richard W. Levy
Mr. William L. Lindholm
Mrs. Forrest E. Mars
The Honorable Wade H. McCree, Jr.
Mr. John D. Ong
The Honorable David Packard
Mrs. Frank Paxton
Dr. Simon Ramo
Mr. W. F. Rockwell, Jr.
Mr. Daniel G. Ross
Mr. James W. Rouse
Mr. Taft B. Schreiber
Mr. Robert B. Semple
Mr. William French Smith
Mr. Frank E. Taplin
The Honorable Alexander B. Trowbridge
The Honorable William C. Turner
The Honorable Caspar W. Weinberger
Mrs. Cornelius Vanderbilt Whitney
Mr. Charles Wohlstetter

PROGRAM

The Business Committee for the Arts:

- 1) Helps to organize local, statewide and regional conferences to bring the art and business communities into close and fruitful relations with one another.
- 2) Publishes two newsletters—*BCA News* and *Arts Business*—books, pamphlets and other printed materials designed to provide current information on all aspects of the emerging alliance of business and the arts.
- 3) Conducts a nationwide campaign in all media to generate public interest in and appreciation of the arts, as well as understanding of their economic and other problems.
- 4) Counsels corporations interested in arts-support programs.
- 5) Counsels arts organizations on more effective ways to enlist corporate involvement in and support of their activities.
- 6) Publicizes examples of corporate involvement in the arts through its sponsorship, with *Esquire Magazine*, of the annual "Business in the Arts" awards competition and through an intensive, on-going public relations program.
- 7) Speaks for business in cooperative endeavors with governmental and private agencies concerned with the arts.

BUSINESS COMMITTEE FOR THE ARTS, INC.



The BUSINESS COMMITTEE FOR THE ARTS, INC. is a private, tax-exempt, national organization of business leaders created to encourage business and industry to assume a greater share of responsibility for the support, growth and vitality of the arts.

BUSINESS COMMITTEE FOR THE ARTS, INC.
1700 BROADWAY
NEW YORK, N.Y. 10019



HISTORY

A committee to stimulate corporate support of and involvement in the arts was first proposed by the Rockefeller Panel Report, *The Performing Arts - Problems and Prospects*, published in 1965.

The following year, David Rockefeller, then President of The Chase Manhattan Bank, in a speech before the National Industrial Conference Board's 50th Anniversary Dinner, elaborated the proposal. Essentially, he suggested an organization that would bring the arts and business communities into close and fruitful relations with one another.

Businessmen in every part of the country responded enthusiastically to Mr. Rockefeller's proposal and, as a result, a small group of business leaders prepared the groundwork for an organization that would put it into effect.

On October 15, 1967 the formation of the Business Committee for the Arts was announced by its first Chairman, C. Douglas Dillon. The heads of nearly 100 of the nation's largest corporations accepted Mr. Dillon's invitation to become members of the Committee. The first meeting was held in January, 1968. Gifts from John D. Rockefeller 3rd and David Rockefeller and grants from the Rockefeller Brothers Fund, the Old Dominion Foundation, the Ford Foundation and the Rockefeller Foundation provided adequate funding for a three-year period in which to demonstrate the value of its programs to American business and industry. Currently, funding is provided by the members of the Committee, who are selected by invitation from the industrial and business leaders of the nation.

OBJECTIVES

The Business Committee for the Arts was organized to:

- 1) Obtain and interpret research and statistical analysis pertaining to support of the arts for the information and use of the business community.
- 2) Provide expert counseling services for business firms interested in initiating programs pertinent to the arts or expanding existing ones.
- 3) Maintain a nationwide program of public information to keep corporations informed of existing opportunities for support of the arts and to apprise the artistic community of what corporations are doing in this field.
- 4) Assist cultural organizations to increase their effectiveness in obtaining support from business and industry.
- 5) Encourage the active participation of businessmen in groups concerned with the advancement of the arts.
- 6) Help raise the level of corporate support of the arts through its programs of activity.



NATIONAL SYMPHONY ORCHESTRA ASSOCIATION

John F. Kennedy Center for the Performing Arts
Washington, D.C. 20566

1975-76 Officers and Board of Directors

David Lloyd Kreeger, President
Lloyd Symington, Immediate Past President
Lee D. Butler, First Vice President
Mrs. John W. Hechinger, Second Vice President
Gerson Nordlinger, Jr., Third Vice President
M. Everett Parkinson, Treasurer
Mrs. Forrest E. Mars, Jr., Secretary
Carl L. Shipley, Counsel
Robert W. Alvord, Chairman, Executive Committee
Leonard L. Silverstein, Vice Chairman, Executive Committee;
Chairman, Endowment & Special Projects Committee
John T. Garrity, Chairman, Finance Committee
Mrs. Willard F. Searle, President, Women's Committee
Mrs. Dale Miller, Chairman, Development Committee
Austin Kiplinger, Chairman, 1976 Annual Fund
Mrs. Kimball Firestone, Chairman, Special Events Committee

Honorary Vice Presidents *

Edward R. Finkenstaedt
Mrs. Margaret C. Jelleff

Mrs. Jouett Shouse
Arthur W. Sloan

Executive Committee

Members-Ex-Officio

Lee D. Butler
Mrs. Kimball Firestone
John T. Garrity
Mrs. John W. Hechinger
Austin Kiplinger
David Lloyd Kreeger
Mrs. Forrest E. Mars, Jr.

Mrs. Dale Miller
Gerson Nordlinger, Jr.
M. Everett Parkinson
Mrs. Willard F. Searle
Carl L. Shipley
Leonard L. Silverstein
Lloyd Symington



Members-At-Large

Robert W. Alvord
Mrs. John M. Dimick
Christian C. Hohenlohe
Mrs. Hans A. Klagsbrunn

Mrs. Paul Nitze
Mandell Ourisman
Henry Strong
Mrs. Wynant D. Vanderpool, Jr.

* Also Members of Executive Committee

January 26, 1976

national symphony

ANTAL DORATI Music Director
WILLIAM L. DENTON Managing Director

JOHN F. KENNEDY CENTER
FOR THE PERFORMING ARTS
WASHINGTON DC 20566
202/785-8100

JOYCE IDEMA Public Relations Director
THOMAS PHILION Assistant

NEWS RELEASE

The National Symphony Orchestra will give a special bicentennial concert honoring recipients of the 1975 "Business in the Arts" awards on Wednesday evening, June 9 at 8:30 PM in the Kennedy Center Concert Hall. Also scheduled to be honored will be the National Symphony's 1976 Corporate Award winner, its National Trustees, corporations and individuals who have contributed \$100 or more to the 1975 Annual Fund, and the drive's volunteer leaders and workers.

Morton Gould will serve as guest conductor, pianist David Bar-Illan the soloist. Included on the program of symphonic favorites will be the Washington premiere of Mr. Gould's American Ballads, a six-part work commissioned by the New York State Council on the Arts and the U.S. Historical Society, and which is based on well-known American songs.

"Business in the Arts" awards are given annually to corporations who have made outstanding contributions to the arts during the year. Twenty-seven were honored by the Business Committee for the Arts in co-sponsorship with Esquire Magazine last year. Winners are chosen by an independent panel of distinguished arts and business leaders. David Lloyd Kreeger, President of the National Symphony is a member of this year's panel as J. Carter Brown, Director of the National Gallery of Art and Catherine Filene Shouse of Wolf Trap Farm Park. Award ceremonies are scheduled for Thursday, June 10..

Morton Gould has become a familiar name in American music for his versatility as a composer of works such as American Salute, Fall River Legend, Latin American Symphonette and Spirituals for Orchestra. He has made many radio, television, and film appearances during his more than forty year career.

WEDNESDAY, JUNE 9 - 8:30 PM
KENNEDY CENTER CONCERT HALL
MORTON GOULD, Guest Conductor
DAVID BAR-ILLAN, Piano

ROSSINI
DEBUSSY
GRIEG
GOULD
GOULD

Overture to "La Gazza Ladra"
Prelude to "The Afternoon of a Faun"
Piano Concerto in A Minor
American Ballads (Washington Premiere)
American Salute



TICKETS: \$6.50, \$4.50, \$2.50, \$2.00 from the Concert Hall Box Office, Ticketron and by calling Instant Charge, 466-8500.

May 11, 1976

national symphony

NEWS RELEASE

ANTAL DORATI Music Director
WILLIAM L. DENTON Managing Director

JOHN F. KENNEDY CENTER
FOR THE PERFORMING ARTS
WASHINGTON DC 20566
202/785-8100

JOYCE IDEMA Public Relations Director
THOMAS PHILION Assistant

SYMPHONY NATIONAL TRUSTEES TO ATTEND WASHINGTON MEETINGS

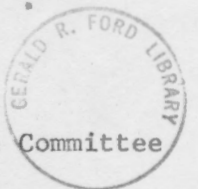
Twelve prominent American men and women, National Trustees of the National Symphony Orchestra, will arrive in Washington on Wednesday, June 9 for two days of meetings during which time they will attend a special concert in their honor by the National Symphony Orchestra, a White House reception, and a performance by the Metropolitan Opera at Wolf Trap Farm Park.

The twelve are members of a forty-seven member national board, formed by the National Symphony's local Board of Directors in 1973 to help further support and interest in the National Symphony throughout the country. The Trustees gather in Washington semi-annually to hear reports and meet with the Symphony's local board.

Attending the meetings will be: Ivan Chermayeff, New York City, internationally-known graphics designer; Mrs. Elton Hyder, Jr., Chairman of the Van Cliburn Foundation of Fort Worth, Texas; Mrs. Henry Kimelman, Virgin Islands and Washington, whose husband is a real estate business executive; Dr. Richard Levy, New Orleans, who gave the portraits of Beethoven and Haydn which hang in the Kennedy Center Concert Hall; Mrs. Frank Paxton, Shawnee Mission Kansas, whose husband is a lumber and building executive; Robert B. Semple, Wyandotte, Michigan, Board Chairman of ASF Wyandotte Corp., and President of the Detroit Symphony Orchestra; Hon. Karl R. Bendetsen, Washington, corporate head of Champion International; Mrs. Preston Davis, Columbus, Ohio, widow of the publisher and owner of American Education Press; Noel Levine, President of Hygiene Industries of New York; Mrs. Cornelius Vanderbilt Whitney, New York City; Mrs. Forrest E. Mars, Sr., The Plains, Virginia, who serves as the Trustees Vice President; and John T. Connor, Morristown, New Jersey, Allied Chemical Board Chairman, and Chairman of the National Trustees.

Leonard L. Silverstein, Vice Chairman of the National Symphony Executive Committee acts as the Board of Directors liaison.

June 4, 1976



THE WHITE HOUSE
WASHINGTON

The names on this list have been included in the "complete guest list" (also enclosed) but this list gives the business affiliation which we thought would be helpful and interesting.



WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

| FORM OF DOCUMENT | CORRESPONDENTS OR TITLE | DATE | RESTRICTION |
|------------------|--|------|-------------|
| List | Guest list for National Symphony's 10th Anniversary Celebration of the Business Committee for the Arts Awards to be held on June 10, 1976, 15 pages. | ND | C |

File Location:

Betty Ford White House Papers, Box 7, Folder: "6/10/1976 - National Symphony's 10th Anniversary Celebration of the Business Committee for the Arts Awards" SMD - 6/27/2018

RESTRICTION CODES

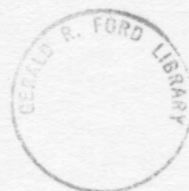
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National Symphony

National Symphony Orchestra
John F. Kennedy Center
for the Performing Arts
Washington, D.C. 20566
Telephone: 202-785-8100
Cable Address: Natsym

Antal Dorati, Music Director
William L. Denton, Managing Director

The "Business in the Arts" Awards will all be presented between 8:30 A.M. and 10:30 A.M. on Thursday, June 10, 1976. The enclosed documents list the winners and explain the selection process.



FACT SHEET: ESQUIRE/BCA "BUSINESS IN THE ARTS" AWARDS



When started: In 1966 by Arnold Gingrich, then editor, now founding editor of Esquire Magazine.

When joined by BCA? In 1968 shortly after its formation as a national organization of businessmen dedicated to the concept of corporate support for and involvement in the arts.

Who heads BCA? Goldwin A. McLellan has been president since its formation; the current chairman, in his third year, is Robert W. Sarnoff.

How many Awards are given? There are 20 first-time awards presented each year. The number is increased if a company outside the United States wins or if a previous winner wins for a second or more time. This year's competition has 20 first-time winners plus one foreign-based company and an additional 20 companies in the return award category.

What are the actual Awards? For the 5th year, Esquire and the Business Committee for the Arts have commissioned a young Greek sculptor, Demetrios Mavroudis, to execute an original award sculpture. This year's piece is an elegant bronze sculpture in the Italian tradition and is intended for display on a chief executive officer's desk. The sculpture is constructed in such a way that it can be rotated to capture different light sources.

How are winners chosen? Through an international competition always conducted through the pages of Esquire Magazine and national publications of the Business Committee for the Arts.

Who can nominate? Anyone, but only business firms may receive Awards.

How many nominations are usually received? This year nominations were received for companies based in 39 states and 4 foreign countries.

How many companies have won before? As of this 10th competition, 179 companies have won one Award and 48 have won more than one. 264 companies have been recognized with honorable mention. In all, companies honored in the competition were located in 177 cities, 48 states and 6 cities in England, Canada, Japan and South Africa.

Who selects the winners? Screening committees narrowed the field of nominations down to a manageable number that are sent to an independent panel of distinguished arts and business leaders. Judges for this year's competition were: Barry Bingham, Sr., J. Carter Brown, David Lloyd Kreeger, Myrna Loy, Stanley Marcus, Lloyd E. Rigler, Glynn Ross, Julius Rudel, The Hon. Virginia Kilpatrick Shehee, Catherine Filene Shouse, Carl Spielvogel and George Weissman.

Are there other honors? This year 20 companies will receive honorable mention.

THE NATIONAL SYMPHONY ORCHESTRA

WELCOMES AS ITS SPECIAL GUESTS THIS EVENING

Winners of the 1975 "Business in the Arts" Award for outstanding contributions to the arts during the past year.

1ST TIME AWARD WINNERS

American Fletcher National Bank, Indianapolis, Indiana
Bird & Son, Inc., East Walpole, Massachusetts
Chubu-Nippon Broadcasting Company, Nagoya, Japan
Citibank, N.A., New York City
Franklin Mint Corporation, Franklin Center, Pennsylvania
Gulf Oil Company, Pittsburgh, Pennsylvania
Kemper Insurance Companies, Long Grove, Illinois
Lincoln Savings Bank, Brooklyn, New York
Oscar Mayer and Company, Madison, Wisconsin
McDonald's Corporation, Oak Brook, Illinois
The Raymond D. Nasher Company, Dallas, Texas
The Norlin Foundation, New York City
J. C. Penney Company, Inc., New York City
Phelps Dodge Corporation, New York City
Public Service Company of New Mexico, Albuquerque
S & C Electric Company, Chicago, Illinois
St. Paul Area Chamber of Commerce, St. Paul, Minnesota
Southeast Banking Corporation, Miami, Florida
Southern Furniture Market Center, High Point, North Carolina
E. R. Squibb & Sons, Inc., Princeton, New Jersey
U.S. Steel Foundation, Pittsburgh, Pennsylvania

RETURN AWARD WINNERS

Aluminum Company of America, Pittsburgh, Pennsylvania
Amoco Oil Company, Chicago, Illinois
Atlantic Richfield Company, Los Angeles, California
CBS Inc., New York City
The Chase Manhattan Bank, N.A., New York City
CIBA-GEIGY Corporation, Ardsley, New York
Consolidated Edison Company of New York, Inc., New York City
Corning Glass Works, Corning, New York
Deere and Company, Moline, Illinois
Exxon Corporation, New York City
Ford Motor Company Fund, Dearborn, Michigan
General Electric Company, Fairfield, Connecticut
International Business Machines Corporation, Ardsley, New York
Kirkpatrick Oil Company, Oklahoma City, Oklahoma
Mobil Oil Corporation, New York City
The Prudential Insurance Company of America, Newark, New Jersey
Reader's Digest Association, Pleasantville, New York
Jos. Schlitz Brewing Company, Milwaukee, Wisconsin
Sears, Roebuck and Company, Chicago, Illinois
Xerox Corporation, Stamford, Connecticut

MOBIL OIL CORPORATION

Recipient of the 1976 National Symphony National Corporate Award

National Trustees of the National Symphony

Major Corporate and Individual Donors to the National Symphony

1976 National Symphony Annual Fund Leadership

B2
JM
To appear
in NSO
program
last
6/9/76
JD



1975 "Business in the Arts" Award Winners

California

Atlantic Richfield Company, Los Angeles

Connecticut

General Electric Company, Fairfield
Xerox Corporation, Stamford

Florida

Southeast Banking Corporation, Miami

Illinois

Amoco Oil Company, Chicago
Deere and Company, Moline
Kemper Insurance Companies, Long Grove
McDonald's Corporation, Oak Brook
S & C Electric Company, Chicago
Sears, Roebuck and Company, Chicago

Indiana

American Fletcher National Bank, Indianapolis

Massachusetts

Bird and Son, Inc., East Walpole

Michigan

Ford Motor Company Fund, Dearborn

Minnesota

St. Paul Area Chamber of Commerce, St. Paul

New Jersey

The Prudential Insurance Company of America, Newark
E.R. Squibb & Sons, Inc., Princeton

New Mexico

Public Service Company of New Mexico, Albuquerque

1975 "Business in the Arts" Awards Winners (Continued)

New York

CBS Inc, NYC
The Chase Manhattan Bank, N.A., NYC
CIBA-GEIGY Corporation, Ardsley
Citibank, N.A., NYC
Consolidated Edison Company of New York, Inc., NYC
Corning Glass Works, Corning
Exxon Corporation, NYC
International Business Machines Corporation, Armonk
Lincoln Savings Bank, Brooklyn
Mobil Oil Corporation, NYC
The Norlin Foundation, NYC
J.C. Penney Company, Inc., NYC
Phelps Dodge Corporation, NYC
Reader's Digest Association, Inc., Pleasantville

North Carolina

Southern Furniture Market Center, High Point

Oklahoma

Kirkpatrick Oil Company, Oklahoma City

Pennsylvania

Aluminum Company of America, Pittsburgh
Franklin Mint Corporation, Franklin Center
Gulf Oil Corporation, Pittsburgh
U.S. Steel Foundation, Pittsburgh

Texas

Raymond D. Nasher Company, Dallas

Wisconsin

Oscar Mayer and Company, Madison

Japan

Chubu-Nippon Broadcasting Company, Nagoya



ESQUIRE / BUSINESS COMMITTEE FOR THE ARTS
"BUSINESS IN THE ARTS" AWARDS
1700 Broadway, New York, N.Y. 10019 (212) 765-5980

founding editor/ESQUIRE
ARNOLD GINGRICH

president/BCA
GOLDWIN A. McLELLAN

administrator
DOUGLAS J. MORRISON

FOR NOON RELEASE, THURSDAY, JUNE 10, 1976:

41 CORPORATIONS RECEIVED ANNUAL "BUSINESS IN THE ARTS" AWARDS
FOR OUTSTANDING CONTRIBUTIONS TO THE ARTS IN 1975

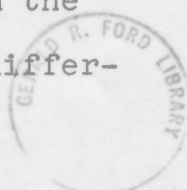
Twelve Award-Winning Corporations in the Tenth Annual Competition
Each Gave Over One-Million Dollars to the Arts in 1975

NEW YORK, NEW YORK, JUNE 10 -- 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 today by the competition's co-sponsors, Esquire Magazine and the Business Committee for the Arts. The Awards to the winning companies were made this morning at the John F. Kennedy Center for the Performing Arts in Washington, D.C. 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.

Since 1966, when the competition was created, 217 companies have received Awards and 264 have received Honorable Mention. The companies honored in the competition were located in 177 cities in 48 states, and 6 cities in England, Canada, Japan and South Africa.

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 an ambitious overseas tour for the Metropolitan Opera Company, support for the creation of a major new dance work, and a bicentennial music program that included 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.



The following is a list of companies that won Awards for the first time:

...American Fletcher National Bank, Indianapolis, Ind., 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.

(more)

- ...Bird & Son, Inc., East Walpole, Mass., 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.
- ...Citibank, N.A., New York, N.Y., for its continuing involvement with the Roundabout Theatre Company, facilitating that theatre's acquisition and renovation 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, Pa., 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, Pa., 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, Ill., 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.
- ...Lincoln Savings Bank, Brooklyn, N.Y., 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.

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- ...Oscar Mayer & Company, Madison, Wisc., 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, Ill., 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, Tx., 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, N.Y., 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, N.Y., 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, N.Y., 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 special radio programming and special symphony appearances in remote communities throughout the state.
- ...S&C Electric Company, Chicago, Ill., 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.

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- ...St. Paul Area Chamber of Commerce, St. Paul, Minn., 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, Fla., 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, N.C., 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, N.J., 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, Pa., 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.

The following companies received "Return" Awards, having won for the second time or more:

- ...Aluminum Company of America, Pittsburgh, Pa., its second award, the first in 1970, for The Alcoa Foundation's sponsorship of "Modern Masters: Manet to Matisse," an exhibition relating key differences in modern art which toured to Australia; and for its continuing sponsorship of programs and facilities of local arts organizations in communities where the company has plants.

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- ...Amoco Oil Company, Chicago, Ill., its second Award, the first in 1971, for its sixth consecutive year of sponsorship of the American College Theater Festival, including significant personnel involvement at the local, regional and national level.
- ...Atlantic Richfield Company, Los Angeles, Calif., 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, N.Y., its second Award, the first in 1974, for its pace-setting grant to the National Corporate Fund for Dance and assistance in that organization's corporate fund drive. 40% of CBS' philanthropic budget went to the arts in 1975.
- ...The Chase Manhattan Bank, N.A., New York, N.Y., 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 insitutions; 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, N.Y., 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, 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 sponsorship of the Community Holiday Festival at Lincoln Center.
- ...Corning Glass Works, Corning, N.Y., 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.

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- ...Deere and Company, Moline, Ill., its second award, the first in 1968, for its "Deere Plan" adaptation of the Affiliate Artist program whereby the local arts council is the designated presenter of the artist; the company sponsors the full cost of the first year of sponsorship, then gradually decreases support, which in turn is picked up by other businesses in the area.
- ...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 third 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 and for its financial assistance for the preservation of the Old Mariners Church in Detroit.
- ...General Electric Company, Fairfield, Conn., 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, N.Y., 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, Okla., 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.

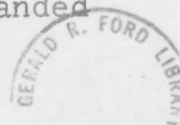
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- ...Mobil Oil Corporation, New York City, its fifth Award, previous ones in 1968, '70, '71 and '74, for its continuing sponsorship of the annual "Twelve Days of Christmas" Festival at the John F. Kennedy Center for the Performing Arts featuring 40 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, N.J., 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 a souvenir program as well as underwriting for a taped presentation on PBS of the program. Prudential also maintains a significant continuing support program to community-level arts organizations through its various division offices.
- ...Reader's Digest Association, Pleasantville, N.Y., 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.
- ...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, Conn., 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.

The following companies received Honorable Mention Citations:

Air Products and Chemicals, Inc., Allentown Pennsylvania
Almaden Vineyards, Inc., San Francisco, California
American National Insurance Company, Galveston, Texas
Carrier Corporation, Syracuse, New York
C F & I Steel Corporation, New York City
Chevron Oil Company, Denver, Colorado

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Crouse-Hinds Company, Syracuse, New York
DeBeers Consolidated Mines, Ltd., Kimberly, South Africa
East New York Savings Bank, Brooklyn, New York
Ehrenreich Photo-Optical Industries, Inc., Garden City, N.Y.
Knight Quality Stations, Boston, Massachusetts
Mississippi Chemical Corporation, Yazoo City, Mississippi
Oakland Tribune, Oakland, California
Phoenix Newspapers, Inc., Phoenix, Arizona
RCA Corporation, New York City
SCM Corporation, New York City
The Stieff Company, Baltimore, Maryland
United Airlines, Chicago, Illinois (Joint Entry)
Western Tours-Grayline, Seattle, Washington (Joint Entry)
K. Wolens Company, Corsicana, Texas

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.

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THE WHITE HOUSE
WASHINGTON

The attached is the complete
Guest List.



WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

| FORM OF DOCUMENT | CORRESPONDENTS OR TITLE | DATE | RESTRICTION |
|------------------|---|------|-------------|
| List | Security List for Thursday, June 10, 1976 [National Symphony Orchestra list]. 22 pages. | ND | C |

File Location:

Betty Ford White House Papers, Box 7, Folder: "6/10/1976 - National Symphony's 10th Anniversary Celebration of the Business Committee for the Arts Awards" SMD - 6/27/2018

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ncc
For immediate release
Tuesday, June 8, 1976

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will host a reception Thursday, June 10 at 3:00 P.M. on the State Floor in connection with the National Symphony's 10th Anniversary Celebration of the Business Committee for the Arts Awards.

Invited guests include the Board of Directors and National Trustees of the National Symphony, the Board and members of the Business Committee for the Arts and the Judges of the 10th Annual Awards.

The "Business in the Arts" Awards honor corporations for their contributions to the fine and performing arts.

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