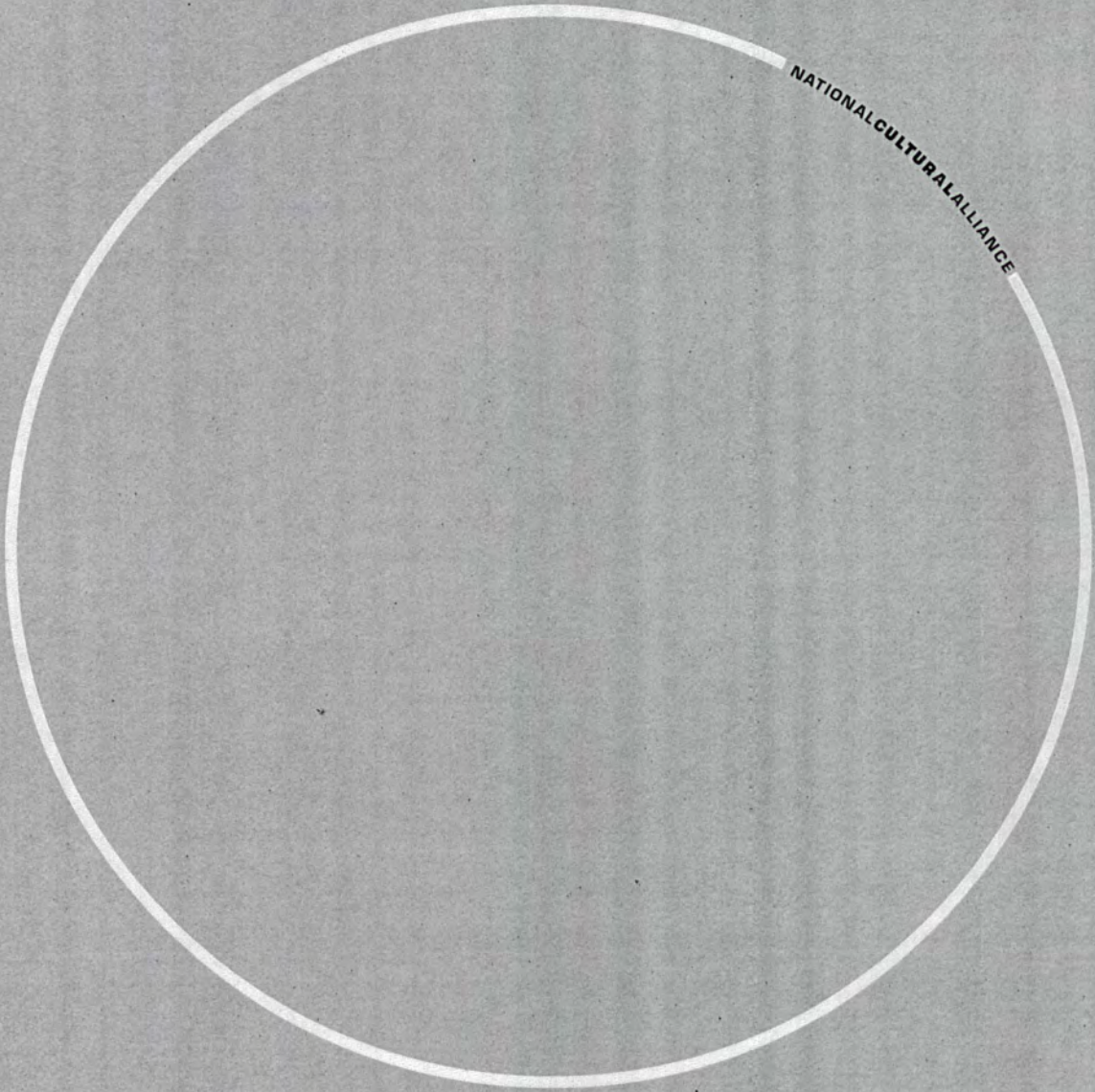




NATIONAL CULTURAL ALLIANCE

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NATIONAL CULTURAL ALLIANCE

## NATIONAL CULTURAL ALLIANCE

### FACT SHEET

The National Cultural Alliance (NCA) is a coalition of 42 national arts and humanities organizations representing broad cultural interests in the United States. The establishment of NCA, in 1990, marks the first time in 25 years that national arts and humanities organizations have joined forces to mobilize a new kind of communications network.

#### The National Cultural Alliance:

- o Challenges the fallacy that the arts and humanities belong only to a few. The coalition believes that creativity is the birthright of everyone in this country. By fostering understanding about the arts and humanities among all segments of the American public, the National Cultural Alliance will provide access to new resources, help strengthen communities, and encourage a healthy society;
- o Provides a valuable source of information, ideas, opinions, and experiences about cultural life in the United States to member organizations, the people they serve, and the general public;
- o Coordinates a Partnership Council, an expanding group of 42 organizations, which provides direct access to 23,000+ cultural institutions and their members;
- o Administers the first long-term public relations campaign, created with the assistance of Ruder Finn, an international public relations firm, about the importance and availability of the arts and humanities directed to the general public. The campaign objective is to communicate to the general public that the arts and humanities belong to all of us, awaken individual creativity, and provide the tools for living a full life. The arts and humanities are essential to the health of communities and of society as a whole;
- o Guides a print, radio, and television advertising campaign created by Scali, McCabe, Sloves, Inc., a New York advertising firm, for the Ad Council, a consortium of advertising agencies committed to public affairs issues in the national interest;

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- o Operates an annual budget in excess of \$500,000 with income from its founding members, individual board members and contributions from corporations and foundations;
- o Functions as a national nonprofit, 501(c)3 organization with a full time staff based in Washington, D.C.



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NATIONAL CULTURAL ALLIANCE

## QUESTIONS AND ANSWERS ABOUT THE NATIONAL CULTURAL ALLIANCE

### 1. What does the National Cultural Alliance do?

The National Cultural Alliance challenges the fallacy that the arts and humanities belong only to a few. The coalition believes that creativity is the birthright of all Americans.

NCA has initiated the first long-term public awareness campaign designed to build an understanding among all Americans of the importance and availability of the arts and humanities in their everyday lives.

NCA provides information, ideas, opinions and experiences about cultural life in the United States to member organizations, the people they serve and the general public. By fostering understanding and communication about the arts and humanities among all segments of the American public, the National Cultural Alliance will provide access to new resources, help strengthen communities and encourage a healthy society.

### 2. How is the National Cultural Alliance different from the National Endowment for the Arts and the National Endowment for the Humanities?

The National Cultural Alliance is dedicated to building an understanding among the American people of the availability and importance of the arts and humanities. By showing how vital they are for the well-being of both individuals and communities, NCA hopes to help people recognize that the arts and humanities are an essential component of a healthy society.

NCA is not involved in the distribution of public or private funds nor does it work directly to lobby Congress on behalf of the arts and humanities. NCA represents a network of more than 23,000 cultural organizations that involve millions of people throughout the country. NCA constituents include institutions and individuals active in a range of cultural pursuits from woodworking to painting; philosophy to political science; ballet to square dancing; folklore to linguistics; art exhibitions to library collections; ethics to history; jazz to symphonic music; theater to performance art and teaching to making poems, stories, plays and films. NCA's primary focus is the implementation of a long-term public awareness campaign.

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### **3. What does the National Cultural Alliance hope to accomplish through its communications initiative?**

Over the life of the multi-year public awareness campaign, the National Cultural Alliance will work to reframe the discussion about the arts and humanities to reveal to the American public that the arts and humanities belong to all people and are an important part of everyday life.

As the campaign develops, this acknowledgement will lead to a growing awareness among all Americans that through their own creative endeavors, they are a part of the richness of the cultural community.

The hope of the campaign is that, over time, the campaign will result in Americans from all segments of society being more involved in the arts and humanities. Ultimately, the National Cultural Alliance hopes that all Americans will discover the resources available to them through the arts and humanities.

### **4. Where does funding for the National Cultural Alliance come from?**

The National Cultural Alliance operates an annual budget in excess of \$500,000 with income from its founding members and individual board members as well as contributions from corporations and foundations. The National Cultural Alliance has received support from the following foundations and corporations: American Express, AT&T Foundation, Robert Sterling Clark Foundation, Nathan Cummings Foundation, Eleanor Naylor Dana Charitable Trust, Dayton Hudson Foundation, Dreyfus Foundation, Wallace Alexander Gerbode Foundation, The Getty Grant Program, The George Gund Foundation, The James Irvine Foundation, Pew Charitable Trusts, Philip Morris Companies Inc. and The Rockefeller Foundation, Sara Lee Foundation and Texaco Foundation.

### **5. In designing the public information campaign, how does the National Cultural Alliance know what the public thinks?**

NCA has conducted the first survey of the general public to measure public awareness of the humanities and the arts. The goal of the survey is to understand how the American public views the role of the arts and humanities and how they perceive their importance in their everyday lives.

The study investigates the extent to which Americans are involved with the arts and humanities and identifies potential obstacles to the enjoyment and preservation of community resources.

The study provides a benchmark and will be repeated to track attitudinal shifts.



## **6. What makes the arts and humanities an essential component of a healthy society?**

Imagine your own life without music, dancing, stories and books. Imagine your community without schools, museums, libraries, festivals and architecture. Imagine who you would be without the arts and humanities.

It is through the arts and humanities that we learn who we are and how to appreciate and communicate with those around us. We learn about ourselves by examining our personal and cultural histories and about others by experiencing different cultures and perspectives. How we respond to the world around us is due in large part to understanding our own cultural experiences and exposure to other ways of life. Only by fostering increased understanding and communications among people can we hope to strengthen communities and encourage a healthy society.

## **7. How will this national communications initiative reach the public?**

To execute the public awareness campaign, the National Cultural Alliance has turned to the cultural community and formed the Partnership Council, an influential group of 42 national service organizations. They form a national communications network representing more than 23,000 cultural organizations who will help carry out the campaign.

This cultural network will tailor the central message of the public awareness campaign to their individual communities. In this manner, organizations all over the country will continue the dialogue, discussing issues of local importance.

The 50 states, five territories and the District of Columbia have been invited by the Federation of State Humanities Councils and the National Assembly of State Arts Agencies, two of NCA's founding members, to participate in the campaign. These states are forming steering committees of cultural leaders that will design and implement the initiative on a state by state basis reaching the public at the local level.

In addition, the Advertising Council has chosen this multi-year initiative as one of its major campaigns. Print, radio and television advertisements are being created for the Advertising Council and NCA by Scali, McCabe, Sloves, Inc., a New York advertising agency. This is the first time in the Council's 50 year history that it has devoted its expertise and energies to the cultural community. The campaign will premiere in September 1993 and represents \$25 million in free advertising.

## **8. What makes the National Cultural Alliance unique?**

NCA has launched the first multi-year outreach effort designed to build an understanding among all Americans of the importance of the arts and humanities in their everyday lives. The campaign is the first of its kind in this country's history which is targeted to the general public.

NCA has turned to the cultural community to carry out the campaign. Never before have the arts and humanities joined together to mobilize a new kind of communications network of over 23,000 organizations nationwide.

**9. Does the NCA support First Amendment freedom?**

The first responsibility of NCA is to build an understanding among all Americans of the importance and availability of the arts and humanities in their everyday lives. Freedom of expression and thought are an intrinsic part of this effort. The NCA discussion also includes other equally important concepts such as creativity, cross cultural understanding and access to the arts and humanities.

**10. How can you find a single message for such a diverse community?**

There are common themes within the cultural community which have generally not been a part of a broader public discussion. Two years ago, NCA interviewed leaders within the cultural community to gain a better understanding of industry concerns. The first public opinion survey shows how the American public views the role of the arts and humanities and how they perceive their importance in their everyday lives. The information derived from this research is being used to develop the central message of the overall campaign.

**11. What is the central message of the campaign?**

The campaign will communicate to the general public that the arts and humanities belong to all of us, awaken individual creativity and provide the tools for living a full life. The arts and humanities are essential to the health of communities and of society as a whole.

The campaign message is being developed into slogans, tag lines and themes to be unveiled as part of the Advertising Council public service announcement campaign premiering in September 1993.

**12. Is the National Cultural Alliance partisan?**

The National Cultural Alliance is a nonpartisan organization which believes the arts and humanities are a fundamental part our nation. As such, its mission should be fully supported by all political parties and affiliations.



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### ADVERTISING COUNCIL CAMPAIGN

Founded in 1942, the Advertising Council is the country's preeminent source for public service advertising. Through its national advertising programs, millions of Americans have been motivated to recognize and address such critical societal issues as education, substance abuse, the environment and public safety.

This year the Ad Council will provide its resources for the development and placement of a major campaign on behalf of the National Cultural Alliance.

The selection of NCA marks the first time the Ad Council has supported an initiative in the field of the arts and humanities. The campaign, premiering in September 1993, is of particular significance because it represents \$25 million of free broadcast and print advertising which will carry the NCA message to millions of Americans.

The Ad Council campaign is at the core of a larger communication initiative being mounted by NCA. The goal of the overall campaign is to build an understanding among the American people of the relevancy and availability of the arts and humanities. By showing how vital the arts and humanities are for both individuals and communities, NCA hopes to help people recognize that the arts and humanities are an essential component of a healthy society.

The Ad Council campaign for the National Cultural Alliance has been created by Scali, McCabe, Sloves, Inc., a New York advertising firm, which has successfully executed other Ad Council campaigns.

### Research for the Campaign

Research conducted by NCA over the past 24 months has focused on the perception by both the leadership in the arts and humanities and the general public that the arts and humanities are not generally considered to be of importance to individual lives or to the well-being of communities and society as a whole. A major public opinion survey, funded by The Getty Grant Program, was conducted by Research & Forecasts, Inc., a national public opinion and market research consulting firm. These findings were used to shape the message and determine target audiences.

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### **Creative Development and Distribution**

Based on the research and overall creative strategy, the advertising agency has created and will produce the advertising. Both print and broadcast advertising will be distributed nationally by the Ad Council to the media. The advertising will include a "Call to Action" -- a toll-free 800 telephone number encouraging direct viewer and reader participation in the campaign. Advertising will also be localized, providing identification with the local cultural community. NCA's network of cultural institutions across the country will actively encourage good placement and frequent use of the advertising in their local markets.

### **Evaluation**

The effectiveness of the advertising campaign will be reviewed throughout the campaign. Regular reports of media support and use will be provided by the Ad Council. The public opinion survey will be repeated to track changes in opinion. Annual research evaluation will be conducted and findings will be incorporated into ongoing marketing plans.

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### LEADERSHIP COUNCIL

The National Cultural Alliance public awareness campaign is designed to build an understanding among all Americans of the importance and availability of the arts and humanities in their everyday lives.

The National Cultural Alliance has established an advisory group called the Leadership Council made up of prominent leaders in the arts and humanities. The group serves two main purposes. First, its members provide ongoing support and guidance in the creation of the public awareness campaign. Second, Leadership Council members will serve as national spokespersons for the effort.

NCA Leadership Council Members as of April 1993.

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**John Brademas**  
President Emeritus, New York University

**John Bryan**  
Chairman, Sara Lee Corporation

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Garrison Keillor

Wendy Luers  
Member, National Council on the Arts  
President, Charter 77 Foundation

Yo-Yo Ma

Kurt Masur  
Music Director, New York Philharmonic

Elizabeth McCormack  
Rockefeller Family & Associates  
Chair, John D. and Catherine T. MacArthur Foundation

Franklin Murphy  
Director Emeritus, Times Mirror

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President, J. Paul Getty Trust

David Zinman  
Music Director, Baltimore Symphony Orchestra

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As of April 1993

The National Cultural Alliance public awareness campaign is designed to build an understanding among all Americans of the importance and availability of the arts and humanities in their everyday lives.

To execute the campaign, the National Cultural Alliance has turned to the cultural community and formed the Partnership Council, an influential group of 42 national service organizations. They form a national communications network representing more than 23,000 cultural organizations who will help carry out the campaign. The Council continues to expand as other national organizations join the campaign.

### Partnership Council Members

Alliance for the Arts - New York, New York  
American Arts Alliance - Washington, D.C.  
American Association of Museums - Washington, D.C.  
American Association of Botanical Gardens and Arboreta - Wayne, Pennsylvania  
American Booksellers Foundation for Free Expression - Tarrytown, New York  
American Council for the Arts - New York, New York  
American Council of Learned Societies - New York, New York  
American Institute for Conservation of Historic and Artistic Works - Washington, D.C.  
American Musicological Society, Inc. - Philadelphia, Pennsylvania  
American Philosophical Association - Newark, Delaware  
American Studies Association - College Park, Maryland  
American Symphony Orchestra League - Washington, D.C.  
Arts and Business Council, Inc. - New York, New York  
ArtTable - New York, New York  
Association for Theatre in Higher Education - Tallahassee, Florida  
The Association of American Cultures - New York, New York  
Association of Art Museum Directors - New York, New York  
Association of Art Administration Educators - Pittsburgh, Pennsylvania  
Association of College and University Museums & Galleries - Edwardsville, Illinois  
Association of Independent Colleges of Art and Design - Washington, D.C.  
Association of Performing Arts Presenters - Washington, D.C.  
Association of Professional Art Advisors - Denver, Colorado  
Association of Regional Arts Organizations - Santa Fe, New Mexico

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WASHINGTON, DC 20005  
202-289-8286  
FAX 202-289-8578



Chamber Music America - New York, New York  
College Art Association - New York, New York  
Dance/USA - Washington, D.C.  
Federation of State Humanities Councils - Arlington, Virginia  
The Literary Network - New York, New York  
Meet The Composer - New York, New York  
Modern Language Association - New York, New York  
Museum Store Association, Inc. - Denver, Colorado  
Museum Trustee Association - Washington, D.C.  
National Alliance of Media Arts Centers - Oakland, California  
National Assembly of Local Arts Agencies - Washington, D.C.  
National Assembly of State Arts Agencies - Washington, D.C.  
National Humanities Alliance - Washington, D.C.  
National Council of Teachers of English - Urbana, Illinois  
Opera America - Washington, D.C.  
Society of Biblical Literature - Decatur, Georgia  
State Arts Advocacy League of America - Detroit, Michigan  
Teachers & Writers Collaborative - New York, New York  
Theatre Communications Group - New York, New York

## NATIONAL CULTURAL ALLIANCE

### FOUNDING MEMBERS

#### AMERICAN ARTS ALLIANCE

Membership: 2,600. Founded in 1977, the American Arts Alliance (AAA) represents the institutions of the American Arts community -- theater, dance, and opera companies, symphony orchestras, art museums, and art presenters -- through their professional associations: the American Symphony Orchestra League, the Association of Art Museum Directors, the Association of Performing Arts Presenters, Dance/USA, Opera America, and the Theater Communications Group. The mission of the AAA is to be the principal advocate for America's professional non-profit arts organizations and their publics' interest and to advance arts support before the Congress and other branches of the Federal Government. To achieve this mission, the AAA informs legislators and policy makers of the vital role of the arts in American society and advocates the development of national policies which recognize, enhance, and foster contributions that the arts make to America.

#### AMERICAN ASSOCIATION OF MUSEUMS

Membership: 2,700 museums and institutions, 8,400 individual museum professionals and volunteers and 750 corporations. The American Association of Museums (AAM) is the only national organization representing all types of museums and museum personnel. Founded in 1906, AAM is dedicated to promoting excellence within the museum community and to providing services to the nation's museums and their staffs. AAM's members include aquariums, arboreta, art museums, botanical gardens, historic buildings and sites, history museums, military and maritime museums, national history museums, science museums, science/technology centers, youth centers, and zoos.

#### AMERICAN COUNCIL FOR THE ARTS

Membership: 2,000 organizations and individuals. The American Council for the Arts (ACA) is a national organization whose purpose is to promote public policies that advance the contributions of the arts and artists to American life. To accomplish its mission, the ACA conducts research, sponsors conferences, and public forums, publishes books, reports and periodicals, advocates legislation that benefits the arts before Congress, and maintains a 15,000-volume specialized library.



## THE AMERICAN COUNCIL OF LEARNED SOCIETIES

The American Council of Learned Societies (ACLS) is a private, non-profit federation of 52 national scholarly organizations. The purpose of the Council, as set forth in its constitution, is "the advancement of humanistic studies and the maintenance and strengthening of relations among the national societies devoted to such studies." Included in the program of the Council are awards to individual scholars to advance research in the humanities and humanistic aspects of the social sciences; support for international scholarly research and exchanges; activities concerned with the identification of present and future needs of humanistic scholarship, and planning and development to meet these needs; and organizational functions. In addition, the Council has fiscal and administrative oversight for the Council for International Exchange of Scholars (CIES) which administers the Fulbright program. Organized in 1919 and incorporated in the District of Columbia in 1924, the ACLS was granted a federal charter through the United States Congress in 1982.

## THE ASSOCIATION OF AMERICAN CULTURES

The Association of American Cultures (TAAC) represents the distinctive and collective concerns of people of diverse populations in the United States and Territories for maintaining and preserving their respective cultural identity through the arts. TAAC is the largest national membership arts service organization in the United States and its Territories committed to the concept of cultural diversity as a distinct element in American Arts policy and dedicated to serve the creation, production, presentation, and preservation of ethnic arts, artists, and arts organizations.

## FEDERATION OF STATE HUMANITIES COUNCILS

Membership: 55 state humanities councils. Founded in 1977, the Federation of State Humanities Councils is the membership organization for the 55 state humanities councils, independent nonprofit organizations that receive funding from the National Endowment for the Humanities, as well as private, foundation, and state funding. The Federation is the national representative of the councils. Its purpose is to strengthen the councils' abilities to fulfill their missions and to serve as the national voice and advocate for civic humanities in the nation. To this end, the Federation facilitates communication between councils and members of Congress, convenes meetings of state council representatives, provides information to councils, and forms partnerships with other national organizations to strengthen and extend the impact of the humanities in American life.

## NATIONAL ASSEMBLY OF LOCAL ARTS AGENCIES

Membership: 800, represents 3,800 local arts agencies. The National Assembly of Local Arts Agencies (NALAA) is the professional association for local arts agencies, the nation's community arts councils, and city arts commissions. It specializes in training, information dissemination, peer networking, and maintaining a collective national voice for local arts agencies and the arts on a community level. NALAA was established as a not-for-profit agency in 1979 to represent the interests of local arts agencies throughout the United States. NALAA's mission is to represent local arts agencies in developing an essential place for the arts in American communities. NALAA takes a leadership role in strengthening and advancing local arts agencies through professional development, information, advocacy, and formulation of national arts policy.

## NATIONAL ASSEMBLY OF STATE ARTS AGENCIES

Membership: 56, including all 50 states, American Samoa, Guam, Puerto Rico, U.S. Virgin Islands, District of Columbia, and the Northern Marianas. The National Assembly of State Arts Agencies (NASAA) is the membership organization for the nation's state and jurisdictional arts agencies. The members, through NASAA, participate in the establishment of national arts policy and advocate the importance of the diverse arts and cultures of the United States. NASAA serves as the focus of communications and partnership between the state arts agencies, the NEA, and both arts and government service organizations. NASAA provides its members with professional and leadership development opportunities, as well as information to assist them in decision making and management.

## NATIONAL HUMANITIES ALLIANCE

Membership: 75 organizations. Founded in 1981 to unify the public interest in support of federal programs in the humanities, the National Humanities Alliance (NHA) is the only organization that represents the humanities as a whole -- scholarly and professional associations; organizations of museums, libraries, historical societies, higher education, and state humanities councils; university and independent centers for scholarship; and other organizations concerned with national humanities policies. The purpose of the National Humanities Alliance is to advance the cause of the humanities by promoting the common interest of its members with regard to national policy, programs, and legislation that affect the National Endowment for the Humanities and other agencies related to the humanities.



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PRESERVATION



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**STUDY SHOWS AMERICANS UNDERSTAND VALUE  
AND IMPORTANCE OF THE HUMANITIES AND THE ARTS**

**Sizable Number also Say Arts and Humanities  
Play Only a Minor Role in Their Lives**

New York, February 16, 1993 -- The National Cultural Alliance (NCA) today released a national public opinion survey showing that Americans overwhelmingly understand the value of the humanities and the arts to themselves as individuals, to their communities and to American society. The vast majority of adult Americans -- 81 percent -- say they feel the humanities and the arts are essential to a healthy American society.

The study also reveals that 57 percent of adult Americans say that the arts and humanities play only a minor role in their lives, showing a gap between people's intellectual and emotional grasp of the role played by the arts and humanities and their individual involvement and participation.

Entitled "The Importance of the Arts and Humanities to American Society," the study was commissioned by the NCA to provide a better understanding of American attitudes about the value, importance and the availability of the humanities and the arts. The survey was conducted by Research & Forecasts, Inc., a national public opinion and market research consulting firm, and was funded by The Getty Grant Program of Santa Monica, California.

"This ground-breaking effort represents the first time the American public has been asked their beliefs about the arts and humanities together, a spectrum that represents the broadest cultural community in this country," said William Blair, chairman, NCA Board of Directors. The NCA is a coalition of 41 national arts and humanities organizations representing 15,000 cultural institutions in the United States.

- more -



"This survey tells those of us in the arts and humanities that our years of reaching out to the American public have paid off in a significant way: because Americans see the value and importance of our offerings, they represent an enormously receptive population," said J. Carter Brown, director emeritus of the National Gallery of Art and chairman of NCA's Leadership Council.

"Our country is in the midst of many changes. We are looking at new ways of getting things done and fresh ideas about old problems. The arts and humanities are a critical resource to help provide the new leadership and creative approaches. To learn that 57 percent of all adult Americans say that the humanities and the arts play only a minor role in their lives is troubling. The challenge is clear: we must find ways to connect this broad understanding to action that results in direct involvement in the arts and humanities. This is not just about selling tickets. It is about encouraging Americans in a more meaningful dialogue, opening up our notions of what constitutes the humanities and the arts and redefining involvement so that the outcome is stronger communities and healthier lives."

"The findings from this survey have already been tremendously useful to the National Cultural Alliance," said Jamil Zainaldin, president of the Federation of State Humanities Councils and vice chairman of NCA. "The Advertising Council supported an initiative for the first time in the humanities and the arts by selecting NCA. Scali, McCabe, Sloves, Inc., the ad agency producing the public service campaign, has used the survey data to target our potential audiences and focus the message we are taking to the American public." The Ad Council public service campaign, representing \$25 million of free broadcast and print advertising, will be launched in late spring of this year.

### **Positive Benefit to Society**

The survey highlighted a number of positive benefits to society that are understood clearly by the American public. Nine out of 10 adult Americans agree that the arts and humanities "help people learn about those of different cultural and ethnic groups," and 87 percent agree that they "help me in understanding and appreciating different types of peoples and cultures" and "help bring people together."

Eighty-one percent interviewed agree that "the arts and humanities contribute to the economic health and well-being of society," and 77 percent agree that "the arts and humanities provide an anchor or reference point in a world of turmoil."

The benefits of exposing children to arts and humanities is considered important by virtually every respondent. The most frequently mentioned benefits include "providing children with a means of self-expression" (95% agree), "having fun" (94%), "provide a sense of accomplishment" (92%), "help in their overall intellectual development" (92%) and "teach moral and ethical thinking" (84%).



Eighty-one percent agree that involvement in the arts and humanities "plays an important role in communicating moral and ethical values" to all Americans, not just children.

Adult Americans rate arts and humanities organizations (20%), individual artists (19%) and colleges and universities (18%) as doing the best job fostering appreciation of the arts and humanities in America. This is contrasted with their low ranking of groups like elementary and high schools (10%), parents (8%), the Federal government (3%) and local government (3%) in their ability to foster appreciation.

The survey also shows that the humanities and the arts represent freedom that is critical to a democratic society. Most (91%) agree that "the arts and humanities represent freedom of expression" and 83 percent agree that "the arts and humanities provide a form of expression that is essential to a democratic society."

### **Positive Benefit to the Individual**

Eighty-seven percent agreed that "when we experience the humanities, we enrich our lives and reach beyond ourselves to gain new perspectives."

The study shows that American adults participate in the humanities and the arts not only for enjoyment but also as a means of self-expression and personal growth. Seventy-eight percent of the adult population agree that "people have an in-born need to experience the arts and humanities," and 59 percent say that "being able to enjoy the arts and humanities is a necessity rather than a luxury."

Over four out of five adult Americans said that the humanities and the arts: "provide an outlet for individual views" (89% yes), "provide insight into oneself and others" (85% yes), "help us achieve self-fulfillment" (84% yes) and "satisfy peoples' needs to experience beauty" (83%).

Over 50 percent of the respondents said that, within the past week, they had participated in an arts or humanities activity created by someone else, and of those, 93 percent had a positive reaction to their experiences.

Fifty-eight percent said they had been active participants in the arts or humanities in the past week (as opposed to participating in arts or humanities created by someone else). The most frequent type of participation was discussing religion or history (24%), followed by pursuing an artistic activity or craft (19%), creative writing (14%) and acting on stage or through musical performance (13%).

### **Lack of Personal Relevancy to People's Lives**

Despite the positive attitude and depth of understanding of the role arts and humanities play, over half the Americans surveyed feel the humanities and the arts play a minor role in their lives. Another 11 percent says they play no role at all.



Forty-one percent agree that "the arts and humanities have little to do with my daily life." And 46 percent agree that "compared to other concerns in today's society, the arts and humanities have a low priority for me."

Over half the respondents feel there are obstacles which prevent them from experiencing the arts and humanities including

|                         |     |
|-------------------------|-----|
| lack of time            | 48% |
| financial concerns      | 27% |
| activities not close by | 20% |
| age/health reasons      | 15% |

The degree of interest in the arts and humanities was also tested, and respondents fell into three categories: extremely interested (5%) or very interested (18%), those who are "somewhat interested" (40%) and last, those who show little or no interest (34%). The data shows that lifestyle and family responsibilities may account for how people answered questions about their interest in the arts and humanities.

### Other Key Findings

- o Forty-five percent of adult Americans feel television increases enjoyment of the humanities and the arts, and 29 percent say it decreases that enjoyment or robs them of time that could be put to better use.

The more interest the respondents have in the arts and humanities, the more likely they are to believe that television enhances their enjoyment.

- o A sizable minority of Americans find some of today's art objectionable. Over a third (38%) agree that "too much art and literature these days is suggestive or indecent."

In spite of those objections and the obstacles mentioned in the survey, most people feel that public funding of the arts and humanities is important and should continue. A solid majority (59%) agree that "without public support, the arts and humanities would be available only to the wealthy." An even larger majority (73%) agree that "in spite of economic hardship, public and private support of the arts and humanities should not be curtailed."

### Survey Methodology, Timing and Release

A total of 1059 telephone interviews were conducted with adults 18 years of age and older between October 14 and 29, 1992. The data were weighted to match the demographics of the total adult American population. The margin of error at the 95 percent confidence level for the total sample is +/- three percent.

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National Cultural Alliance Survey  
Page 5

The results were released at a press conference at the New York Public Library February 16, 1993. Participating in the conference were Jamil Zainaldin, president, Federation of State Humanities Councils and vice chairman, NCA Board of Directors; J. Carter Brown, director emeritus, National Gallery of Art and chairman, NCA Leadership Council; Larry Zimmerman, Research & Forecasts, Inc.; Kitty Carlisle Hart, chairman, New York State Council of the Arts and member, NCA Leadership Council; William Strickland, Jr., executive director, Manchester Craftsman's Guild and member, NCA Board of Directors; Phyllis Franklin, executive director, Modern Language Association and member, NCA Board of Directors; and Kathy Dwyer Southern, executive director, NCA.

# # #



THE IMPORTANCE OF THE ARTS AND HUMANITIES TO AMERICAN SOCIETY

A Nationwide Survey of the American Public Commissioned by:

THE NATIONAL CULTURAL ALLIANCE

Conducted by:

RESEARCH & FORECASTS, INC.  
301 East 57th St.  
New York, NY 10022

February, 1993

## Introduction

One of the major goals of the National Cultural Alliance, a coalition of 41 Arts and Humanities organizations representing 15,000 cultural institutions, is to build an understanding among all Americans of the importance and availability of the Arts and Humanities in their daily lives.

As a first step to building this understanding, the National Cultural Alliance commissioned Research and Forecasts, Inc. to conduct a national telephone survey of the views and opinions of over 1,000 adult Americans on this subject. To the best of our knowledge, this is the first time the Arts and Humanities have been evaluated together in a systematic national survey. The survey was funded by the Getty Grant Program of Santa Monica, California.

Specifically, the survey's objectives involved the following:

- To segment and measure the American population with regard to interest level, participation and perceived importance of the Arts and Humanities to their daily lives.
- To identify the barriers, that when broken, could lead to increased consumer participation in the Arts and Humanities.
- To understand the role of the Arts and Humanities in preserving and fostering the well-being of American society.
- To identify the benefits of involvement with the Arts and Humanities for both adults and children.
- To evaluate and rank the performance of various organizations and government entities in promoting the Arts and Humanities to the American public.

These objectives were achieved through a detailed 20 minute survey questionnaire and the results were analyzed by demographic sub-groupings based on gender, age, household income, education, race, religion, geographic region, ages of children, as well as stated interest in and role of the Arts and Humanities.



## Summary of Key Findings

The American public readily recognizes and acknowledges the myriad of benefits of the Arts and Humanities to a free society. They strongly believe the Arts and Humanities are an inseparable, integral part of society and help improve the quality of life. They also view the Arts and Humanities as a cornerstone of a truly, democratic and tolerant Republic. It may be said that the Arts and Humanities help to bring communities together.

The study shows that Americans participate in the Arts and Humanities not only for enjoyment, but also as a means of self-expression and personal growth.

At the same time, although many people understand these benefits, they do not personally feel that the Arts and Humanities play an important part of their daily lives.

There is a sizable portion (about 50-60%) of the population who currently believe the Arts and Humanities play only a minor role in their lives. Since time and money are the biggest obstacles to this group's involvement with the Arts and Humanities, participation is likely to increase as its members become more aware of local, low cost, and easily accessible activities. Increased awareness that Arts and Humanities experiences are even available at home in a broad range of activities as easy as reading a book, watching PBS or playing a musical instrument can also influence participation.

This study is based on 1059 telephone interviews with adult Americans 18 years of age and older, throughout the United States. Slightly over half of the respondents (52%) are women, slightly under half (48%) are men. Interviews took place between October 14 and 29, 1992. The data were weighted to match the demographics of the total adult American population. The margin of error at the 95% confidence level for the total sample is +/- 3%.

Below are the key study findings:

- o A broad cross-section of the American public recognizes the benefits and the relevance of the Arts and Humanities. Simply put, the Arts and Humanities enhance the quality of life to both individuals and society as a whole. This was seen by the high levels of agreement with the following statements:

"The Arts and Humanities contribute to the economic health and well-being of society." (81% Agree)

"The Arts and Humanities make my own local community a better place to live." (80% Agree)

"The Arts and Humanities provide an anchor or reference point in a world of turmoil." (77% Agree)

"The Arts and Humanities help provide a sense of roots and stability in children." (86% Agree)

Only 19% of the respondents agreed with the statement that "the Arts and Humanities are not essential to a healthy American society".

- o The Arts and Humanities also help bring together people of different ethnic, racial and cultural backgrounds, fostering a spirit of tolerance and mutual respect. Over nine out of ten Americans agree that the Arts and Humanities "help people learn about those of different cultural and ethnic groups" (91% Agree).

A vast majority of Americans also believe the Arts and Humanities "help me in understanding and appreciating different types of peoples and cultures" (87% Agree) and "help bring people together" (87% Agree).

Ninety-three percent (93%) agree that the Arts and Humanities "teach children about different cultural or ethnic groups".

- o The Arts and Humanities represent freedom that is critical to a democratic society. Most (91%) agree that "the Arts and Humanities represent freedom of expression". Nearly as many (83%) agree with the statement that "the Arts and Humanities provide a form of expression that is essential to a democratic society".

- o The need to expose children to the Arts and Humanities is considered important by virtually every respondent. The benefits include the following:

"Provide children with a means of self-expression" (95% Agree)

"Having fun" (94% Agree)

"Provide a sense of accomplishment" (92% Agree)

"Creates an opportunity to spend time with other children and make friends" (92% Agree)

"Help in their overall intellectual development." (92% Agree)

- o Many Americans feel there is also an inner need to experience many of the activities associated with the Arts and Humanities.

"People have an in-born need to experience the Arts and Humanities" (78% Agree).



"Being able to enjoy the Arts and Humanities is a necessity rather than a luxury" (59% Agree).

- o There is a widespread belief that the Arts and Humanities also help people understand themselves and provide insight into their lives. Over four out of five adult Americans said that the Arts and Humanities:

"Provide an outlet for individual views" (89% Yes)

"Provide insight into oneself and others" (85% Yes)

"Help us to achieve self-fulfillment" (84% Yes)

"Satisfy peoples' needs to experience beauty" (83% Yes)

- o Participation in the Arts and Humanities is not perceived as an elitist activity or reserved only for the wealthy. Few Americans agree that "the Arts and Humanities are only for the wealthy" (12%), and "I don't have enough education to participate in the Arts and Humanities" (17%).

- o The issue of the public's interest in the Arts and Humanities is a complex one. Interest level can be affected by definition, perspective or context. Therefore, we first asked people of their interest without providing a definition of the Arts and Humanities, then asked them in their own words to define the Arts and Humanities, then later provided (see P. 5) a definition so all respondents were working with the same concepts.

The American public shows a strong interest in the Arts and Humanities. Five percent (5%) are "extremely" interested and 18% are "very" interested. An additional 40% are "somewhat" interested. These responses were volunteered without the benefit of a definition of both the Arts and Humanities.

#### **Interest in the Arts and Humanities**

|                       | <u>Total</u> |
|-----------------------|--------------|
| Extremely interested  | 5%           |
| Very interested       | 18           |
| Somewhat interested   | 40           |
| Not too interested    | 23           |
| Not at all interested | 11           |
| Don't know            | 4            |

Women (27%) are more likely to be "very interested" than men (19%). Additionally, people with more education and income are generally more interested in the Arts and Humanities than those with less income and education. Thirty percent (30%) of the respondents with annual incomes over \$50,000 are very interested in the Arts and Humanities compared to only 20% who earn less than that amount. Slightly over one-third (34%) who attended college are very interested in the Arts and Humanities compared to only 15% of those who never attended college.

People in rural areas are less interested than those in urban areas or suburbs.

- o People have a much easier time defining the Arts than the Humanities. Most people define the Arts as a type of art such as a painting, picture, statue, etc. (61%), music-related (27%) or theatre (26%).

On the other hand, almost one-third (31%) were unable to provide a definition of the Humanities. The people that did offer a definition associate the Humanities with social relations (29%) and social service (14%). A few defined the Humanities as college classes (9%), literature (6%), and culture (6%). The implication is that people can define the Arts more readily than the Humanities and suggests the Humanities need to do a better job communicating concisely what it is all about.

- o However, when one type of definition of the Arts and Humanities is provided--that is **"The Arts and Humanities are considered to include visual arts, such as painting and sculpture; literature; the performing arts of theatre, dance and music; and philosophy, history, and languages"**--almost one-third (31%) view the Arts and Humanities as playing a "major" role in their lives.

Still over half (57%) of the Americans surveyed feel the Arts and Humanities play a "minor" role in their lives.

#### Role of the Arts and Humanities in Peoples Lives (Definition Provided)

|                | <u>Total</u><br>(1059)<br>% |
|----------------|-----------------------------|
| Major role     | 31                          |
| Minor role     | 57                          |
| No role at all | 11                          |
| Don't know     | 1                           |



As in the case of interest in the Arts and Humanities, women (35%) are more likely to view the Arts and Humanities as playing a "major" role in their lives than men (27%). Additionally, respondents with more education (43% with some college or more) feel the Arts and Humanities play a major role than those with a High School or less education (22%). Blacks (44%) are more likely to view the Arts and Humanities as being a major part of their lives than Whites (29%) and Hispanics (27%).

Additionally, people 55 years of age and under (34%) are more likely to feel the Arts and Humanities play a major role in their lives than those over 55 years of age (24%). People who live in rural areas are less likely to say the Arts and Humanities play a major role in their lives than people who live in cities, suburbs and towns.

What is interesting, however, are the people who say the Arts and Humanities play a "minor" role in their lives. This group is evenly divided between men and women, contains people of all age groups, people who live in all types of communities and most geographic areas. They are also more likely to have less education.

- o Without asking about money or for specific measures of support, the respondents were asked how supportive they generally were of the Arts and Humanities. The results indicate strong support for the Arts and Humanities among the American people.

#### Support for the Arts and Humanities

|                       | <u>Total</u><br>(1059)<br>% |
|-----------------------|-----------------------------|
| Very supportive       | 30                          |
| Somewhat supportive   | 50                          |
| Not very supportive   | 10                          |
| Not at all supportive | 6                           |
| Don't know            | 4                           |

Thirty percent (30%) of the respondents feel that they are "very supportive" of the Arts and Humanities and an additional 50% feel they are "somewhat supportive". People 18 to 34 years of age (37%) are more likely to be "very supportive" than people 35 years of age or more (26%). Additionally, respondents with more education are more likely to be "very supportive" than those with less education (43% vs. 21%).

However, when specifically asked about contributing money to the Arts and Humanities in the past year, strong support was seen when (41%) reported that someone in their immediate household contributed money to the Arts and Humanities over the past year.

A larger percentage of Hispanics (51%) reported financial donations to the Arts and Humanities in the past year than Whites (42%) and Blacks (27%).

- o While most of the data is positive regarding the value of the Arts and Humanities in our society and to the lives of most Americans, there is a sizable group which does not perceive the Arts and Humanities as important to their lives. Forty-one percent (41%) agree with the statement that "the Arts and Humanities have little to do with my daily life".

Additionally, 46% agree that "compared to other concerns in today's society, the Arts and Humanities have a low priority for me".

- o Over half (54%) of the respondents feel there are further obstacles which prevent them from experiencing the Arts and Humanities. The most frequently mentioned obstacles are:

|                                                |     |
|------------------------------------------------|-----|
| Lack of time                                   | 48% |
| Financial concerns                             | 27% |
| Activities are not in the<br>area/too far away | 20  |
| Age/health reasons                             | 15% |

As people realize that many Arts and Humanities activities are available through television, the home computer or the local community and library, the obstacle of location or lack of local activities should be reduced.

It is interesting to note that even among people who have high interest in the Arts and Humanities and view the Arts and Humanities as playing a major role in their lives, they cite even more obstacles than those who are less interested.

Family responsibilities and concerns may further impact participation in the Arts and Humanities. The respondents that cite "lack of time" as an obstacle, are more likely to have small children.

Lack of time and money is underscored by the fact that slightly over half (51%) of the respondents agree that "they do not have enough disposable income to participate in the Arts and Humanities", and that over one-third (37%) agree that "they are too occupied with economic matters to pay much attention to the Arts and Humanities".



- o Although most Americans understand the many benefits to free speech associated with the Arts and Humanities, a sizable minority of Americans find some of today's art objectionable. Over a third (38%) of those surveyed agree that "too much art and literature these days is suggestive or indecent". People aged 55 and over and people with less education are most likely to agree with the above statement. Mainstream Protestants (43%) are more likely to agree with the above statement than Catholics (34%) or Born-Again Christians (37%).
- o In spite of obstacles and objections to some content, most people feel that public funding of the Arts and Humanities is important and should continue. This support makes possible bringing the Arts and Humanities closer to more people and helps prevent the Arts and Humanities being only for the elite.

A solid majority (59%) agree with the statement that "without public support, the Arts and Humanities would be available only to the wealthy." An even larger majority (73%) agree that "in spite of economic hardship, public and private support of the Arts and Humanities should not be curtailed."

- o Additional findings in the survey cite high levels of participation in Arts and Humanities activities. The most popular activities in the past year were: watching a movie (94%), discussing philosophy, politics, history or religion with friends or family (89%), reading for pleasure (87%), and watching programs on PBS (79%).

Involvement is lower in a number of Arts and Humanities activities that require more effort and greater cost. For example, during the past year, almost half (47%) of the respondents attended a play or concert, ballet or opera, and 46% visited a museum or art gallery.

A surprisingly high 31% of the American population said that they have written poetry, fiction or something else for pleasure in the past year, and 16% participated in a play or musical activity.

Participation in a number of Arts and Humanities activities varied by race. Blacks tend to be more likely to watch a movie (97%), participate in a play or musical activity (23%) and read for pleasure (34%).

Hispanics tend to discuss politics, history, philosophy or religion (94%), attend a play, or concert, ballet or opera (54%), and visit a museum or art gallery (50%).

- o People are more likely to feel that television enhances the enjoyment of the Arts and Humanities. Forty-five percent (45%) feel that it increases enjoyment, while 29% feel that it decreases peoples' enjoyment or robs them of time that

could be put to better use. Thirteen percent (13%) said television has no effect.

Surprisingly, the more interest the respondents have in the Arts and Humanities, the more likely they are to believe that television enhances their enjoyment.

Those who view television as enhancing the Arts and Humanities feel that it exposes people to things they would not ordinarily see (27%), PBS is good and you can learn a lot from it (22%), television is broadly accessible (17%) and that more channels results in a variety of programs (15%).

People who do not view commercial television favorably feel that it keeps people at home (33%), is mindless entertainment (20%) and that watching television is easier than pursuing the Arts (17%).

- o Adult Americans rate the following groups highest in doing the best job fostering an appreciation of the Arts and Humanities in America:

|                                   | <u>% Excellent</u> |
|-----------------------------------|--------------------|
| Arts and Humanities organizations | 20                 |
| Individual artists                | 19                 |
| Colleges and Universities         | 18                 |
| Scholars                          | 11                 |
| Elementary and High Schools       | 10                 |
| Parents                           | 8                  |
| The media                         | 5                  |
| Corporations                      | 4                  |
| Local Government                  | 3                  |
| Federal Government                | 3                  |

Few respondents feel that Elementary and High Schools (10%) and Parents (8%) do an excellent job promoting the Arts and Humanities. The Federal government (3% Excellent) and Local Government (3% Excellent) are considered to be doing the poorest job.



## Conclusions and Observations

The study clearly identified three key groups of Americans regarding their involvement and participation in the Arts and Humanities.

**1. High Involvement/Very Supportive:** This group accounts for 20-30% of the population. They participate in more activities and view the Arts and Humanities as playing a "major" role in their lives. While they are more likely to support the Arts and Humanities and contribute money, they are also more likely to cite obstacles in their life that prevent increased participation. This group tends to be female, better educated and earn more money.

**2. Moderate Interest and Involvement:** This group accounts for slightly greater than half of the population. They participate in fewer activities than the High Involvement group. The biggest obstacle to increasing their participation is their perceived lack of time. They would like to increase their involvement, but cannot right now because of life's pressures. This moderate interest group is more likely to have children and be between the ages of 35 and 55.

**3. Limited Interest:-** This group has virtually no interest in the Arts and Humanities and probably cannot be persuaded to increase that involvement. They account for about 10-20% of the population. These people are more likely to have less education, have lower incomes, be reclusive and participate in fewer Arts and Humanities activities.

The American public understands and acknowledges the relevance and the positive impact of the Arts and Humanities. They are good for the society and satisfying to the individual. They bring people together and help to improve the quality and appreciation of life.

However, regardless of all the benefits they see, many Americans have not incorporated the Arts and Humanities into their daily lives. They often cite the obstacles of lack of time, money and accessibility of activities that prevent greater participation. These obstacles can be diminished by a number of actions. They include a broadening of the understanding that the Arts and Humanities include every day activities like playing a musical instrument, reading, and discussing history or politics. It can also include highlighting select television programs and free local community events.



The study also refutes a number of commonly held myths about the Arts and Humanities. These include:

- The Arts and Humanities are elitist activities.
- The Arts and Humanities are not accessible to most people.
- The Arts and Humanities are only leisure-time activities.
- The Arts and Humanities are only for the wealthy.

The results also show the high value Blacks and Hispanics place on the Arts and Humanities. This is seen through strong levels of participation in certain activities and high ratings of support and importance in their daily lives. Arts and Humanities are flourishing in these communities.

Through participation in the Arts and Humanities, people are encouraged to learn more about and understand people of different races and cultures. The Arts and Humanities can help both to define society and keep it together. As a result, participation in the Arts and Humanities offers a unique advantage, fostering a deeper understanding and appreciation of people of different cultures, beliefs and backgrounds. The Arts and Humanities may be one of the most powerful forces to help promote racial tolerance and understanding. Arts and Humanities are more than programming. They are both making and appreciating personal contacts in communities and learning about other cultures through artists and scholars whose work often embodies the spirit of those communities.

While most people see the benefits of exposing children to the Arts and Humanities, parents and schools were not perceived as strong in fostering an appreciation of the Arts and Humanities. They have the opportunity to set the example and communicate the fact that personal involvement in the Arts and Humanities can be lifelong, fun and life-enhancing. They have a responsibility to ensure that our children experience the Arts and Humanities at all levels of their educational lives.

Television's positive role in fostering the Arts and Humanities also needs to be recognized and stressed. The American public must be made even more aware of the Arts and Humanities programs on PBS and cable television.

The Arts and Humanities can be experienced in local parks, lunch-box theatres, neighborhoods, libraries, one's own home, churches and synagogues etc. Local, inexpensive community activities must also be highlighted.

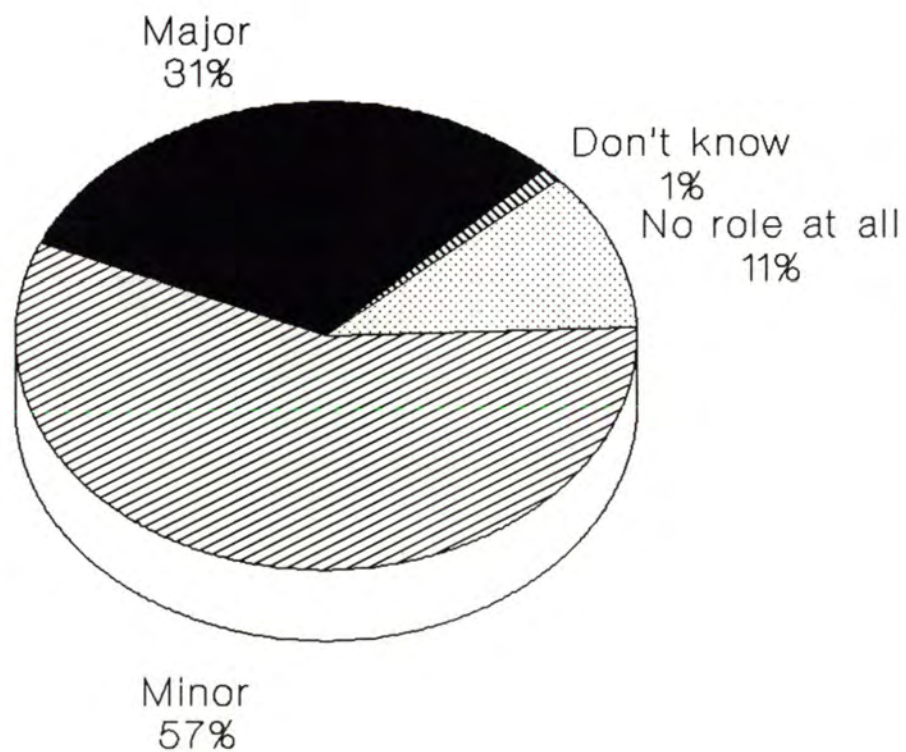
Government and businesses can do more to ensure that the Arts and Humanities are available to everybody. They are critical sources of support for the Arts and Humanities.



## Dimensions of the Analysis

|                           | <u>Number of<br/>Respondents</u> | <u>Unweighted<br/>Percentage</u> | <u>Weighted<br/>Percentage</u> |
|---------------------------|----------------------------------|----------------------------------|--------------------------------|
| Total                     | 1059                             | 100%                             | 100%                           |
| <u>Gender</u>             |                                  |                                  |                                |
| Female                    | 554                              | 52                               | 52                             |
| Male                      | 505                              | 48                               | 48                             |
| <u>Age</u>                |                                  |                                  |                                |
| 18-34                     | 402                              | 38                               | 36                             |
| 35-55                     | 422                              | 40                               | 35                             |
| 56+                       | 229                              | 22                               | 28                             |
| <u>Race</u>               |                                  |                                  |                                |
| White                     | 906                              | 86                               | 80                             |
| Black                     | 76                               | 7                                | 12                             |
| Hispanic                  | 33                               | 3                                | 3                              |
| Other                     | 37                               | 4                                | 4                              |
| <u>Community</u>          |                                  |                                  |                                |
| City                      | 339                              | 33                               | 32                             |
| Suburb                    | 236                              | 22                               | 21                             |
| Town                      | 223                              | 21                               | 21                             |
| Rural                     | 253                              | 24                               | 25                             |
| <u>Income</u>             |                                  |                                  |                                |
| Under \$30,000            | 377                              | 36                               | 42                             |
| \$30,000 - Under \$50,000 | 297                              | 28                               | 26                             |
| \$50,000+                 | 196                              | 19                               | 13                             |
| No Answer                 | 189                              | 17                               | 19                             |
| <u>Religion</u>           |                                  |                                  |                                |
| Protestant                | 500                              | 47                               | 48                             |
| Catholic                  | 279                              | 26                               | 26                             |
| Born Again Christian      | 94                               | 9                                | 10                             |
| Jew                       | 16                               | 2                                | 1                              |
| Other Response            | 170                              | 17                               | 15                             |
| <u>Geography</u>          |                                  |                                  |                                |
| East                      | 280                              | 26                               | 20                             |
| Midwest                   | 307                              | 29                               | 25                             |
| South                     | 307                              | 29                               | 34                             |
| West                      | 165                              | 16                               | 21                             |
| <u>Education</u>          |                                  |                                  |                                |
| High School or Less       | 400                              | 38                               | 57                             |
| Some College or More      | 657                              | 62                               | 43                             |

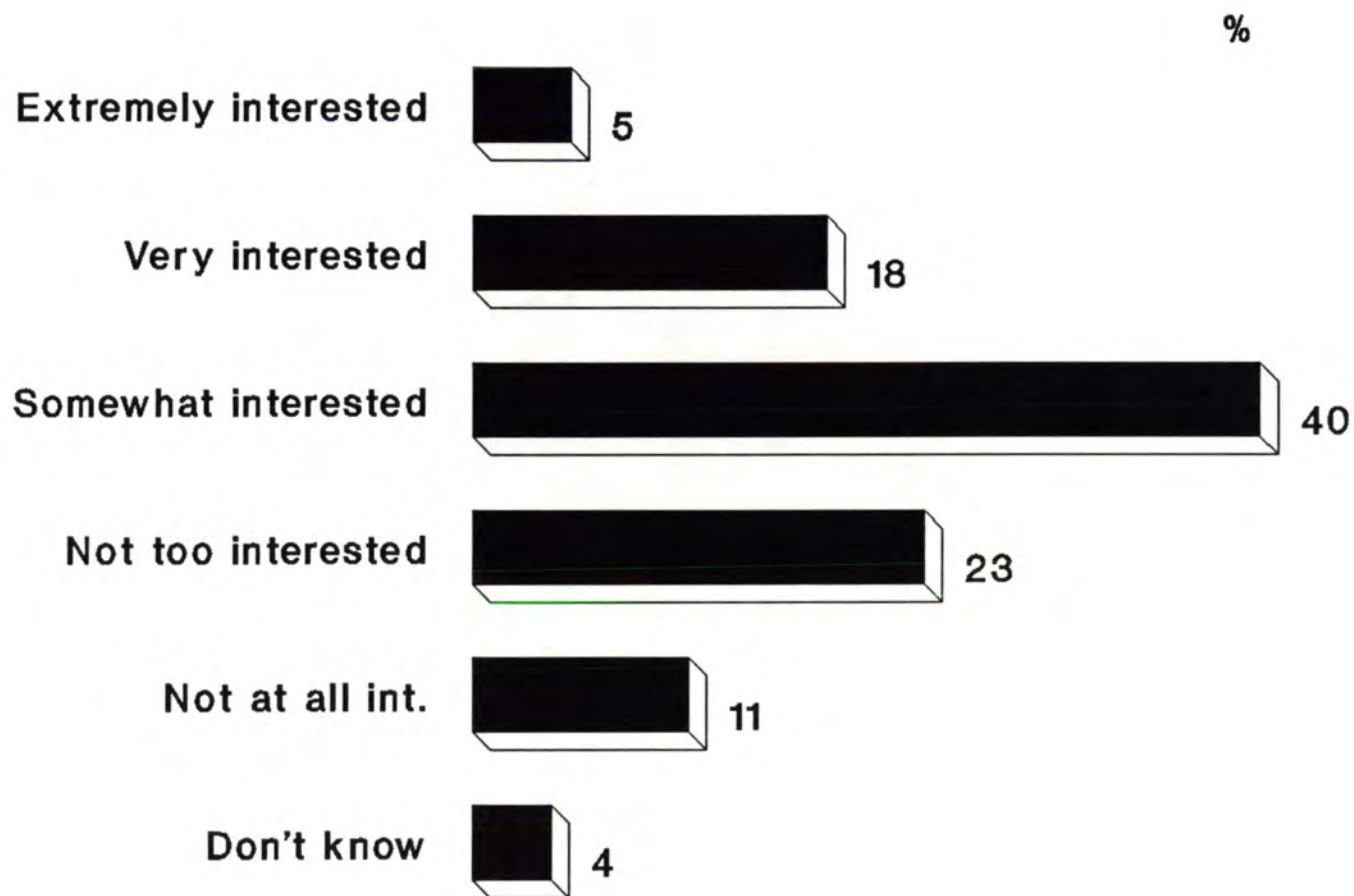
# ROLE ARTS AND HUMANITIES PLAY IN OUR LIVES (N=1,059)



Q.4a

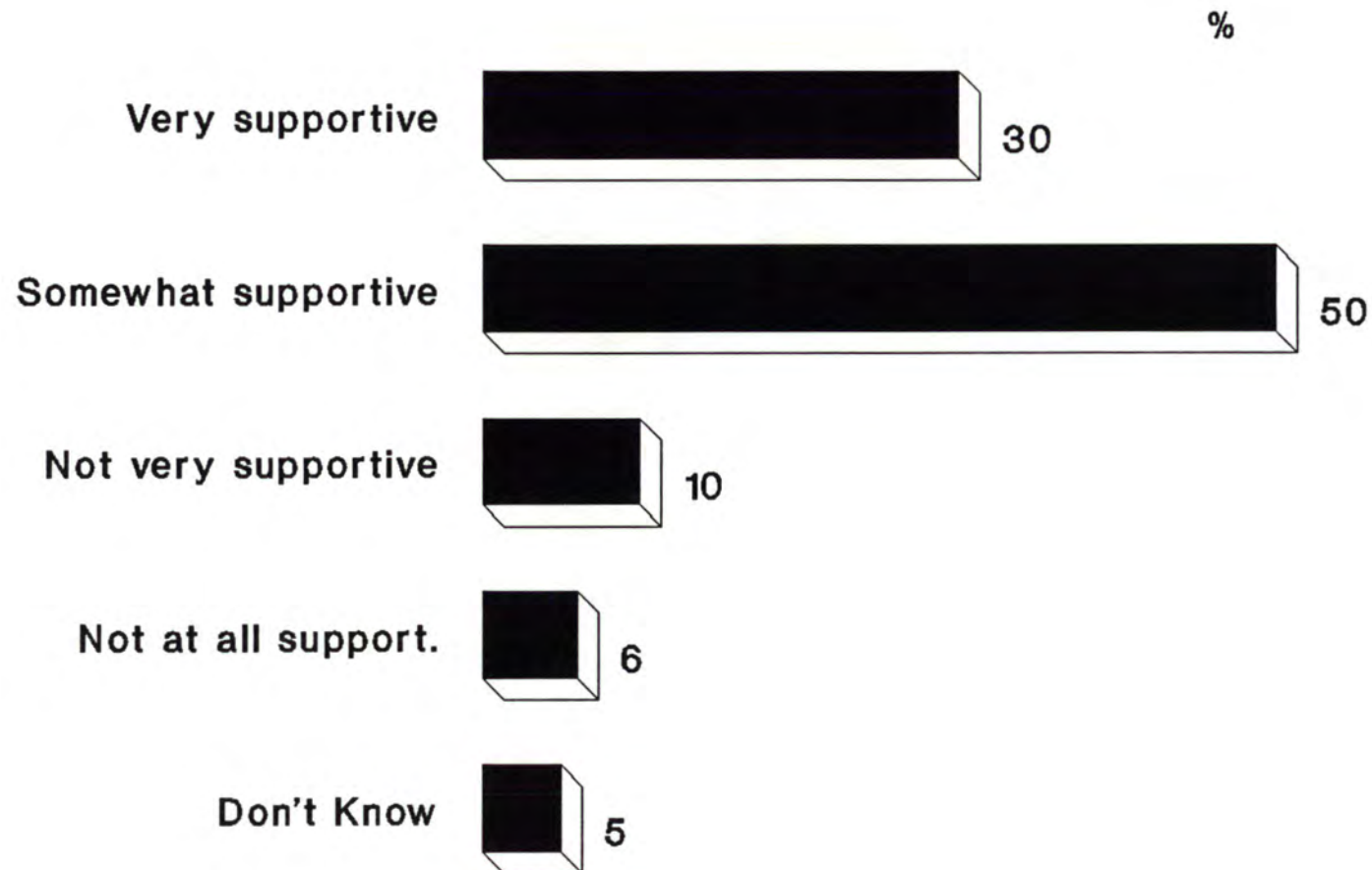


## INTEREST IN ARTS AND HUMANITIES (N=1,059)



Q.1a

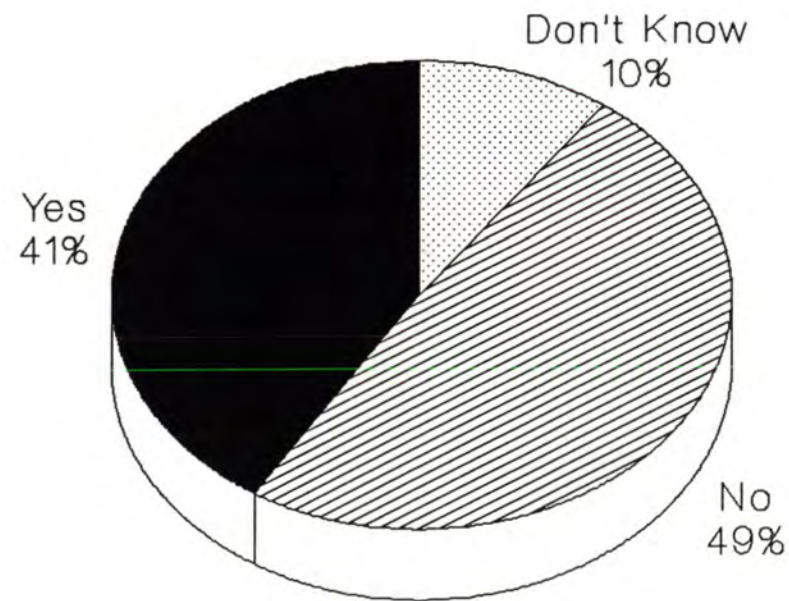
## SUPPORT FOR ARTS AND HUMANITIES (N=1,059)



Q.13a

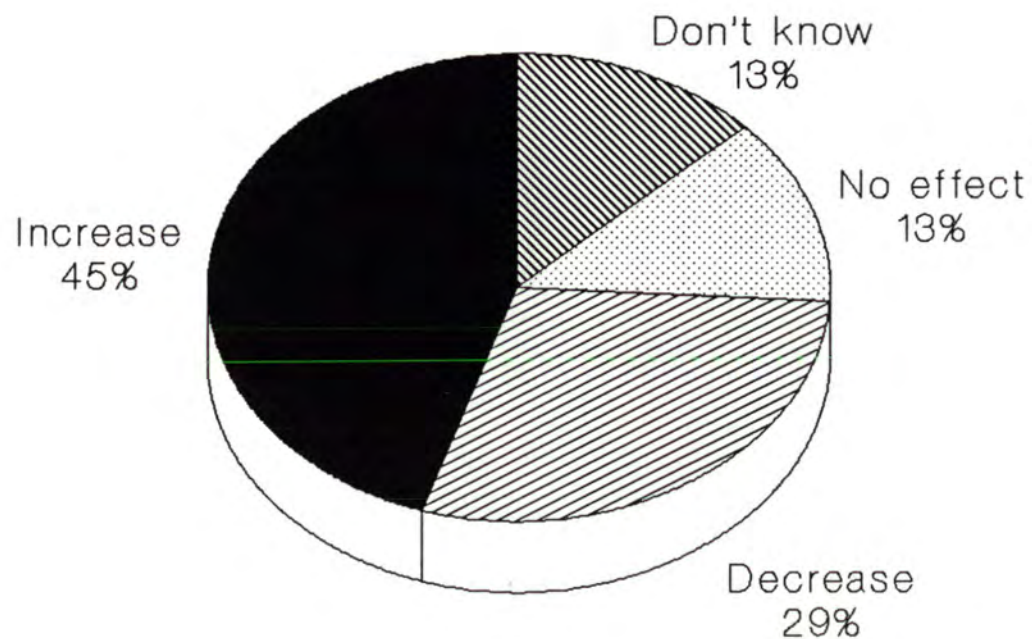


**WHETHER CONTRIBUTED MONEY TO THE  
ARTS AND HUMANTIES IN LAST YEAR  
(N=1,059)**



Q.18

**IMPACT OF TELEVISION ON ENJOYMENT  
OF ARTS AND HUMANITIES  
(N=1,059)**



**Q.15a**



**GROUPS WHO DO THE BEST JOB OF FOSTERING  
APPRECIATION OF THE ARTS AND HUMANITIES  
(N = 1,059)**

