

University of Rhode Island
DigitalCommons@URI

Reauthorization: S. 2724 (1990)

Education: National Endowment for the Arts and
Humanities, Subject Files I (1973-1996)

1986

Reauthorization: S. 2724 (1990): Correspondence 10

F. S. M. Hodsoll

Follow this and additional works at: http://digitalcommons.uri.edu/pell_neh_I_75

Recommended Citation

Hodsoll, F. S. M., "Reauthorization: S. 2724 (1990): Correspondence 10" (1986). *Reauthorization: S. 2724 (1990)*. Paper 30.
http://digitalcommons.uri.edu/pell_neh_I_75/30

This Correspondence is brought to you for free and open access by the Education: National Endowment for the Arts and Humanities, Subject Files I (1973-1996) at DigitalCommons@URI. It has been accepted for inclusion in Reauthorization: S. 2724 (1990) by an authorized administrator of DigitalCommons@URI. For more information, please contact digitalcommons@etal.uri.edu.

NATIONAL
ENDOWMENT
FOR
THE ARTS

WASHINGTON
D.C. 20506



A Federal agency advised by the
National Council on the Arts

December 24, 1986

Honorable Claiborne Pell
Subcommittee on Education, Arts and Humanities
Committee on Labor and Human Resources
U.S. Senate
Washington, D.C. 20510

Dear Senator Pell:

I am pleased to provide this report on our plans for developing a system for the State of the Arts Report as required by Section 5(m) of the National Foundation for the Arts and the Humanities Act of 1965 (20 U.S.C. 954), as amended through July 9, 1986.

Objectives of the System and the Report

As a first step in our assessment, we have defined three major objectives for this system which complement the basic tenets of Section 5(m). These are:

1. To assist artists and arts organizations in understanding the broader context of which they are a part, and to make them better able to develop their art, as well as audiences and support for it.
2. To assist non-federal funders -- public and private -- to understand better the needs and opportunities in the arts, financial and artistic, so that such funders might more effectively allocate their support funds.
3. To assist the National Endowment for the Arts in developing public knowledge and in developing and implementing policy and programs in support of the arts; and the Congress in providing legislative oversight and the enactment of appropriations for the Endowment.

Activities and Findings to Date

During the period since the enactment of Section 5(m), the Arts Endowment has begun consultation with representatives of State and local arts agencies, with a wide variety of service organizations representing a diversity of arts groups, and with organizations concerned with arts education. We have also entered into extensive discussions and exchanges with the U.S. Department of Education and with the National Endowment for the Humanities. Finally, we have begun discussions in the National Council on the Arts. We anticipate intensive consultation in the next several months as we formulate more of the specific steps required to develop the "system."

Our efforts to date have surfaced a number of observations about the availability of data and information on the arts. Considerable relevant information is already potentially available from a variety of sources. One problem is that the sources and distribution of these data are diverse and not coordinated. A second problem is that there are certain information gaps

e.g., lack of comparable data about artists' earnings from their art. Some of these gaps will require considerable effort to fill. A third problem involves the definition of terms and indicators of conditions meaningful for a survey of the arts.

Therefore, our plan is to produce by October 1, 1988, the best possible State of the Arts Report using primarily information and data currently available. The Report will include an outline of further information to be collected for the Report due October 1, 1990, and thereafter. Subsequent biennial State of the Arts Reports will benefit from an increasing supply of information and data which will become available in the future.

Approach to "System" and Biennial Reports

Our work to develop a practical system of information and data collection, and the biennial State of the Arts Reports, will have four major components:

1. Consultation. We have begun discussions with a wide variety of arts organizations and we intend to continue and expand these discussions at Federal, State and local levels, in both the for-profit and not-for-profit sectors and in the several fields of arts education. We will endeavor to assemble such information as these sources can provide to us. We will also interact with them on problems with, and gaps in, the information.
2. Assembly, Analysis, and Presentation of Existing Statistical Data. The Arts Endowment is now issuing a formal Request for Proposal (RFP) which will allow us to contract with a competitively selected organization for the work of assembling, organizing, and presenting statistical data from all of the possible sources that bear on the subjects assigned by the Congress for the State of the Arts Report. We anticipate that the contract will be awarded by March 1987 and that the presentation of consolidated statistical data will be finished by the end of 1987. This completion date will allow us to obtain comments on the data from knowledgeable representatives of the fields prior to completion of the 1988 Report.

In addition, the National Endowment for the Arts is increasing its efforts to make data available from its own resources, its research studies, and its grant files. We have just commissioned 12 monographs by means of competitive awards that will utilize the data collected in the 1982 and 1985 Surveys of Public Participation in the Arts. A list of these is attached as Annex A to this report.

With respect to the legislative requirement that the report contain a "summary of the data submitted with State plans," we will be drawing upon data collected from the state arts agencies in accordance with the National Standard for Arts Information Exchange. This system, developed under the auspices of the National Assembly of State Arts Agencies (NASAA) with support from the Arts Endowment, consists of terms, definitions, and common principles for organizing and reporting information on state arts agencies' funding patterns. NASAA will assist in analyzing available National Standard information on state arts agency grantmaking activities and in analyzing available information on state arts agency support to underrepresented groups.

In addition to our own sources of information, we are encouraging other organizations, both in government and in the private sector, to make available their new analyses of recent data collections that can be used in the State of the Arts Report.

3. Additional Data Collection. The third component is the development of strategies for new data collection and analysis -- beyond data sources which currently exist. We are developing, within the framework outlined in the legislation, a list of questions (together with the indicators of their answers) about the arts. We will, in consultation with the fields, prioritize these questions, and then assess the availability of data in relation to these questions. We will specifically attempt to solve the problems of measuring, by appropriate indicators, the extent of underrepresented publics and the availability of the Arts Endowment's programs to emerging, rural and culturally diverse artists, arts organizations, and communities and of the participation by such organizations and communities in such programs. Any new data collection efforts would be developed in the context of a) these priorities, b) the establishment of acceptable definitions and indicators, c) the availability of related data, and d) the cost of such collection.

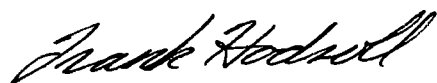
4. Writing the Report. The first State of the Arts Report will be based primarily on the analysis and interpretation of existing data sources, e.g., the compilation of statistics generated via the RFP (with consideration of field responses), Arts Endowment and State Arts Agency grant information, and special reports generated in the field. We anticipate significant advice and commentary from the field, our panels, and the National Council on the Arts. Future Reports will build on the work of the first; each succeeding Report is expected to have more complete and accurate information and will reflect lessons learned from the preparation of, and field response to, earlier work.

I believe that the necessary costs for undertaking these first steps can be accommodated within FY87 appropriations for the agency. Therefore, no additional funds specifically earmarked for the State of the Arts Report are likely to be requested at this time. We will know toward the end of 1987 whether additional FY88 or 89 funds will be required.

We believe that the process outlined above will put us on course towards development of a practical system of national data and information collection and analysis.

Please let me know if you have any questions on this report. My staff would be happy to meet with your staff, or I would personally be delighted at any time to discuss this with you. In the meantime, we are under way to develop the first State of the Arts Report under Section 5(m) of our enabling legislation.

Sincerely,



F.S.M. Hodson
Chairman

MONOGRAPHS USING DATA FROM THE 1982 AND 1985 SURVEYS OF PUBLIC PARTICIPATION
IN THE ARTS

The American Jazz Music Audience

Harold Horowitz
Director of Research
National Endowment for the Arts

This monograph was completed for presentation at the Conference on New Perspectives on Jazz, organized by the National Jazz Service Organization in September 1986. It covers the following topics: size of the jazz music audience, audience characteristics, performers of jazz music, performance locations, residence locations of the audience, audience crossover, demand and barriers to increased attendance, number of persons who like jazz music, and characteristics of persons who like jazz music.

The Relationship of Arts Education
and Parental Influences to Arts
Participation

Dr. Richard J. Orend
Consultant

This monograph will examine and interpret the survey data related to the effects of (1) instruction and training in the arts and (2) early exposure to the arts upon later participation in the arts, lifestyle, and other indicators of quality of life.

Participation in the Arts via the
Media of Radio, TV, and Recordings

Dr. David Waterman
Annenberg School of Communications
University of Southern California

In this monograph, the survey data on participation in the arts via radio, TV, and recordings will be analyzed. The characteristics of participants and non-participants via these electronic media will be compared with those of participants and non-participants in the related live activities. In addition, the monograph will identify and describe the unique characteristics of the audience that participates only via the media as well as the crossover audiences and make observations about the incremental reach of the media in terms of public access to the arts.

Participation in the Arts in Terms
of Race and Ethnicity

Dr. Paul DiMaggio
Executive Director
Program on Nonprofit Organizations
Yale University

This monograph will examine and interpret the arts participation data from the surveys for the three races and 20 ethnic groups for which there is information. It will consider technical issues associated with the subsamples and give particular emphasis to the identification of audiences by race and ethnicity and in terms of age, education, and other relevant variables.

American Readers of Literature
(Novels, Short Stories, Poetry,
and Plays)

Dr. Nicholas Zill
Executive Director
Child Trends, Inc.

This monograph will examine and interpret the survey data related to the American publics that read novels, short stories, poetry, and plays. To be considered are the audience size, composition, and geographic distribution. This monograph will also examine the relationship between lifestyle and other leisure activities. Causal path models will be developed on the relationship of the effects of family encouragement on the young and their later literary participation. Such models will be prepared for younger and older age cohorts as well as for whites, blacks, and Hispanics.

Participation in Opera, Musical
Theater and Operettas

Mr. Daniel Abreu
Vice President
Ziff Marketing, Inc.

The survey includes a large number of questions related to participation in opera and in musical theater and operettas. Mr. Abreu's monograph will examine factors related to attendance, barriers to more frequent attendance, patterns of attendance and audience overlap. He will prepare a monograph that is easily read and grasped by opera and theater companies in terms relevant to audience development needs.

Barriers and Demand for Increased
Participation in the Arts

Dr. Walter G. West
Consultant

This monograph will examine and interpret the data obtained in the Survey related to desire for increased participation in the arts and perceived barriers to such participation. It will compare the responses from the same individuals with their participation via the media of TV, radio broadcasts, and recordings.

American Visitors to Art Museums
and Art Galleries

Dr. J. Mark Davidson Schuster
Department of Urban Studies and
Planning
Massachusetts Institute of Technology

Many questions were asked in the survey about training and active participation in the several forms of visual arts in addition to attendance at art museums, and art or craft fairs. This monograph will examine and interpret the responses to these questions in relation to demographic characteristics, lifestyles and other indicators of quality of life.

Audience Development Applications
of the Survey of Public Participa-
tion in the Arts

Dr. Alan Andreasen
Graduate School of Management
University of California, Los Angeles

In his monograph, Dr. Andreasen will define audience development activities that arts organizations can put into action based on the findings of the survey. Particular attention will be given to defining sub-groups of the population for which particular strategies can be suggested.

Regional Variation in Public
Participation in the Arts

Dr. Judith R. Blau
Center for the Social Sciences
Columbia University

Dr. Judith Blau, a widely published scholar on the subject area of locational factors in arts participation and creative work, will prepare this monograph. Her work with the data from the Survey will be especially concerned with geographic location and participation, for example, in the South and in smaller places. A second objective is to summarize how alternative leisure activities enhance or impede arts participation in different regions and in different residential locations. A third section of the proposed monograph will summarize how features of the urban context (such as racial composition, general affluence, density, occupational composition as well as location size and region) influence the 'fit' between individual predictors of cultural participation and actual participation.

Comparison of Patterns of Funding
by Public Arts Agencies and of
Public Participation

Dr. J. Mark Davidson Schuster
Department of Urban Studies and
Planning
Massachusetts Institute of Technology

This monograph will compare participation patterns in the regions and in fourteen states and several cities that can be broken out separately. These patterns will be examined in relation to funding patterns by the Arts Endowment and by the relevant state and local arts agencies.

Americans and Their Musics

Dr. Nicholas Zill
Vice President
Child Trends, Inc.

In this monograph, the survey data on music preferences and participation will be examined from several points of view. These include: the role of music in American life; the characteristics of the audiences for the thirteen different musics in the survey; comparison of music preferences in terms of age cohorts; and the emergence of new musical taste patterns.

Participation in Ballet

Dr. Carol Keegan
Communication Research

Eight questions were asked in the survey related to ballet. This monograph will examine and interpret the answers to these questions in relation to demographic characteristics, lifestyles, and other variables available in the questionnaire.