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Data you requested

- 1) state and local support for humanities
- 2) private contributions to humanities-type television program
- 3) local funds generated by state-based program
- 4) audience reached, Division of Public Programs, FY '72

I have indicated sources and/or methods of computation, but we have further detail in some instances should you wish it.

STATE AND LOCAL SUPPORT FOR HUMANITIES

Local support for the humanities would exist primarily through city and county appropriations for public libraries, community colleges, and other general purpose institutions part of whose mission is to deal with the humanities. This is equally true at the state level, where the primary support would be through state appropriations to colleges and universities. However, in the thirteen states which have a state agency authorized to support the arts and humanities, six had (as of FY 1970) never funded humanities activity, and only four supported humanities activity as NEH defines it. Here are amounts, and percent of the state agency's budget which those amounts represent (states not identified in my source):

\$1,500	(1.6%)
\$1,700	(4%)
\$6,400	(4.5%)
<u>\$3,500</u>	(5%)
\$13,100	for fiscal 1970 (Source: Assoc. Councils of the Arts study of state A&H Councils support for humanities)

In addition, the Endowment's state-based staff estimates that two arts and humanities councils are providing administrative support for humanities activity out of state appropriations at an approximate level of \$30,000.

Total state support for humanities through state agencies with specific mandates to support humanities: \$43,100 annually.

PRIVATE CONTRIBUTIONS TO HUMANITIES-TYPE TELEVISION PROGRAMMING

Corporation for Public Broadcasting estimates that, in FY 1972, non-commercial television received \$4,800,000 in private funding of television programs which this Endowment would consider within a broad definition of the humanities.

PRIVATE AND LOCAL FUNDS GENERATED BY FIRST
SEVEN STATES IN STATE-BASED PROGRAM

<u>STATE</u>	<u>FEDERAL</u>	<u>LOCAL MATCH</u>
Oregon	\$100,000	\$ 99,690
Wyoming	87,400	70,000
Maine	100,000	96,734
Minnesota	100,000	80,000
Missouri	100,000	80,000
Georgia	100,000	86,000
Oklahoma	<u>100,000</u>	<u>110,000</u>
	\$687,400 ^{1/}	\$622,000

^{1/}
of this amount, \$137,400 was for administrative funds, and was not requested to be matched. A truer estimate of the matching capacity, therefore, would be:

<u>FEDERAL</u>	<u>LOCAL</u>
\$550,000	\$622,000

ADULTS REACHED, DIVISION OF PUBLIC PROGRAMS, FY 1972

These figures are based upon grantees' proposal estimates, cross-checked where possible with grantee's final reports. In the attached list, the only figures which are not a conservative underestimate of actual audience reached are those for film and television.

museums	70,000
program development	
centers (Series)	142,000
special projects	180,000
state-based	970,000 <u>1/</u>
film/t-v	<u>21,500,000</u> <u>2/</u>
total	22,862,000

1. Includes only first seven states; could be at least doubled, and probably tripled, to estimate probably FY 73 audience.
2. CPB estimates that Biography Series, 8 of which supported by NEH, reached 2.5 million per program, for total of 20,000,000 (8 X 2.5 million). Also includes second year distribution of Civilisation, estimated by National Gallery at 1.5 million.