

Local survey indicates the Arts are alive and well

Editor's note: The following is a summary of the results of an Impact Study assessing the effects of arts-related activities on the Eugene-Springfield community. The survey was conducted by Frank Geltner with assistance from the Oregon Research Institute and the University's Computing Center. It was sponsored by the Oregon Arts Commission and the National Endowment for the Arts.

The Eugene-Springfield area pulled through on its interest and participation in the arts and was nominated as the location of the first Oregon study on the effects of arts-related activities in a modern-day community. This study, conducted by University graduate student Frank Geltner, assessed residents' attitudes toward the arts and determined the impact of a non-profit arts industry on a community through effects on both the economy and quality of life.

The study involved telephoning 324 randomly-selected names during last summer and conducting a 20-minute interview with willing participants. Of the 324 persons called, 244 agreed to participate.

The survey reveals that Eugene-Springfield residents do not consider the arts to be a "frill," but instead an important part of their daily lives. Ninety-six per cent of those contacted said it is important to the quality of life in the community that museums, concert-halls and theaters be available. Sixty-three per cent, on

the other hand, said there are sufficient opportunities for creative activities in the area.

Concern is expressed by residents of the area regarding the importance of creative activities involving children. Eighty-five per cent said it is important that school-age children be exposed to live music, theater, and dance performances. Only twenty-six per cent, however, said children currently receive sufficient exposure to these activities in their schools. Residents clearly indicate that it is vital that children develop an appreciation and understanding of the arts and that the quality of their lives will be improved through such exposure.

The importance of available arts activities to residents is reflected in their recognition of the need for suitable facilities. Ninety-one per cent said it is important to have an easily accessible museum with paintings and sculpture or scientific and historical exhibits. Fifty per cent of those contacted had attended an exhibit at the University's art museum. Eugene-Springfield residents do not perceive the museum as an "elitist" institution but rather as an important and enjoyable arts facility.

Concerning the funding of the arts ninety-one per cent said it is important to have an easily accessible facility where performing arts like theater, dance and music can be performed. Further, most residents do not believe that adequate facilities currently exist since sixty-nine per cent said the

area needs a civic auditorium.

When asked whether or not they would vote for a bond measure to build an auditorium, sixty-one per cent indicated they would vote yes, while only twenty-two per cent said they would vote against such a measure. Residents apparently not only believe strongly that a facility is needed, but also are willing to financially support its construction.

When asked whether they felt arts organizations should receive full government subsidy or should be required to match government funds dollar for dollar, 7 per cent favored full government funding, while 57 per cent felt a one-to-one match is appropriate.

Evidently, residents recognize the value of a funding partnership between the private sector and local, state and federal government. This reflects a national trend toward joint private and

public involvement in the arts.

One frequently overlooked aspect of artistic activities is their impact on the economy. Americans are spending more and more of their leisure time participating in cultural activities, and the economic "ripple" effect of such activities is considerable. Seventy per cent of the polled Eugene-Springfield residents said arts activities are important to the economy of the community. Thirty-eight per cent had attended at least one live theater performance in the last year, seventeen per cent attended at least one dance performance, sixty per cent attended at least one music performance.

Of these, 34 per cent said they ate out when attending a cultural event, with an average of 3.37 people in a party, each spending an average of \$6.60 per meal. Including only theater, dance and

music attendance, Eugene-Springfield residents spend \$332,620 a year on meals as a direct result of cultural activities. This is a conservative figure since it assumes that those responding attended only one performance a year which is not the case.

In addition to the cost of meals, other costs such as transportation and babysitting contribute to the economic "ripple" effect of arts related spending.

While this is by no means a complete summary of the survey results, it is clear from these figures that residents of the Eugene-Springfield area are strongly affected by, and recognize the importance of, cultural activities.

Further details on this research survey are available from the Oregon Arts Commission or the Lane Regional Arts Council.

Dylan continues in Woody's fashion both are subject of English 407

Dylan and Guthrie fans, awake! William Strange, professor of romantic poets, will teach a seminar course on Bob Dylan and Woody Guthrie Winter term. The class, Guthrie and Dylan, English 407, will be three credit hours.

Strange, who first taught a class on Dylan last year, is interested in studying the different aspects of a song: the words, music, and performance, and what happens when the three are

combined. The first third of the term the class will discuss Dylan's lyrics as poems, how music affects the words, and the performance of the song itself. The class will concentrate on Guthrie the second part of the term, and then will compare Guthrie and Dylan the last part of the term.

Strange has spent two years working on the class, collecting recordings and writings. He has 21 hours of music on cassette

tape, but emphasized that the class will also read literary works by Dylan and Guthrie. Included in the reading list are Dylan's *Tarantula* and *Writings and Drawings* and Guthrie's essays and newspaper columns.

While some fans of Dylan think he reached a peak and then subsided, Strange likes his music straight through. "I admire him very much because he repeats himself so little. Even the latest album *Hard Rain*, that lots of people are panning as filled with repetition. They're just nuts. If they listen to 'Maggie's Farm' on that album, it's a totally different performance from the first time round. He's done a considerable rewrite of 'Lay Lady Lay' for that album, it's quite different."

"I'm interested in Dylan because he's grown so much. The difference between a first-rate and a second-rate writer is that a second-rate writer does one good thing and then they do it endlessly. Dylan does remarkably little of that—considering how young he is and how much material he's produced so far. He just keeps growing."

"I'm fascinated by the relationship between Dylan and Guthrie. It seems to me sometimes that what Dylan is doing is the stuff that Guthrie didn't live to do. It's just amazing when you read the two together how many things start flipping back and forth. There is a rare fit between them. It seems to me you get a really good hard look at what's been happening with a very public kind of poetry in the middle of the 20th Century when you look at those two people together."



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