

Enriching Lives



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**ENTERTAINMENT INDUSTRY FOUNDATION GRANT  
HELPS LAUNCH “POOLED FUND” FOR  
LOS ANGELES COUNTY’S ARTS EDUCATION BLUEPRINT**

**Sony Pictures Entertainment, Jewish Community Foundation  
and The J.P. Morgan Chase Foundation** also contribute

to support arts education blueprint for Los Angeles County School Districts

LOS ANGELES, CA – February 11, 2004 – The Entertainment Industry Foundation (EIF) has committed to a lead gift of \$500,000 to help launch a “pooled fund” that supports the implementation of *Arts for All: Los Angeles County Regional Blueprint for Arts Education*. The Blueprint maps a series of policy changes and educational initiatives to create systemic change and provide K-12 sequential arts education for the County’s 1.7 million students in 82 school districts.

“Arts education is just as important as core subjects like math and science, and yet, funding for arts education programs is declining across the country,” says Lisa Paulsen, president and CEO of EIF. “This gift is part of our overall national initiative to help foster creativity in the next generation of potential artists, which is so important to the long-term vitality of the entertainment industry. We are pleased to provide seed money necessary to help make arts education programs more accessible to children in the Los Angeles community.”

The EIF’s gift will be conveyed in two installments of \$250,000 each in 2004 and 2005. Contributions to date to the pooled fund have also come from Sony Pictures Entertainment (\$30,000), Jewish Community Foundation (\$25,000 over 2 years) and The J.P. Morgan Chase

Foundation (\$25,000). The Jewish Community Foundation was the first organization to commit to the pooled fund. Additional funders will be announced as their contributions are confirmed.

Janice Pober, Senior Vice President Corporate Affairs, Sony Pictures Entertainment, and Arts for All Pooled Fund chair, said "On behalf of all those who are involved in this effort, and of all of those who will benefit from its outcome, I am delighted by the leadership of the Entertainment Industry Foundation, Sony Pictures Entertainment, the Jewish Community Foundation and The J.P. Morgan Chase Foundation, and welcome other funders to join us as this initiative moves forward."

Initial priority items include technical assistance to five school districts during the 2004-2005 school year to adopt arts education policies, plans and budgets and hiring of arts coordinators for these school districts. This activity, spearheaded by Blueprint partners California Alliance for Arts Education and the California PTA, is currently taking place in the five vanguard districts chosen to receive assistance for 2003-2004 – Culver City, Norwalk-LaMirada, Pasadena, Rosemead and Santa Monica-Malibu. Grants from Sony Pictures Entertainment and the National Endowment for the Arts are supporting the work in these districts during the current school year. Experience has shown that without laying the foundation stones of policy, plan and budget, it is difficult for school districts to establish sequential, district-wide arts education.

The pooled fund will be housed at the Arts Commission and will be managed by a roundtable of the corporate and foundation grant makers that have contributed to the fund. The roundtable, chaired by Ms. Pober, will meet quarterly to discuss priorities and make joint funding allocations

The Executive Committee of the County Task Force on Arts Education will make recommendations on the priorities to the roundtable. Members of the committee include Dr. Darline P. Robles, Superintendent, Los Angeles County Schools; Mark Slavkin, Vice President of Education, Music Center; Dr. Carl Selkin, Dean, College of Arts and Letters, California State University, Los Angeles; Laurie Schell, Executive Director, California Alliance for Arts Education; Janice Pober, Senior Vice President, Corporate Affairs, Sony Pictures Entertainment; Del Huff, Deputy, Supervisor Yvonne Brathwaite Burke; Gail Tierney, Senior Deputy, Supervisor Don Knabe; Alis Clausen, Member, Los Angeles County Arts Commission; and Laura Zucker, Executive Director, Los Angeles County Arts Commission.

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**The Entertainment Industry Foundation (EIF)**, as the philanthropic of the entertainment industry, has distributed hundreds of millions of dollars and provided countless volunteer hours to support charitable initiatives addressing some of the most critical issues facing society today.

**Sony Pictures Entertainment (SPE)** is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

The **Jewish Community Foundation**, established in 1954, is the largest manager of charitable assets and provider of planned giving solutions for Southern California Jewish philanthropists who are making a difference in the Jewish and general communities locally, nationally and in Israel. The Foundation manages assets of nearly \$380 million and, together with its donors, distributed \$45 million in 2002 to more than 1,300 community organizations.

**The J.P. Morgan Chase Foundation** is an independent, tax-exempt organization providing contributions to nonprofit agencies throughout the United States and around the world. The Foundation's prime focus areas of interest are community development, human services, pre-collegiate education, and arts and culture serving primarily low- and moderate-income neighborhoods that seek to strengthen the fabric of communities and increase the appreciation of diversity.

The **Los Angeles County Arts Commission**, Laura Zucker, Executive Director, provides leadership in cultural services of all disciplines for the largest county in the United States, encompassing 88 municipalities, and provides leadership and staffing to support the regional blueprint for arts education, *Arts for All*. The Arts Commission, in addition to its grants program that funds more than 250 nonprofit arts organizations annually, funds the largest arts internship program in the country in conjunction with the Getty Trust and programs the John Anson Ford Theatres. The Commission also produces free community programs, including the L.A. Holiday Celebration broadcast nationally and a year-round music program that funds more than 60 free concerts each year in public sites. The 2003-2004 President of the Arts Commission is Laurel Karabian.

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