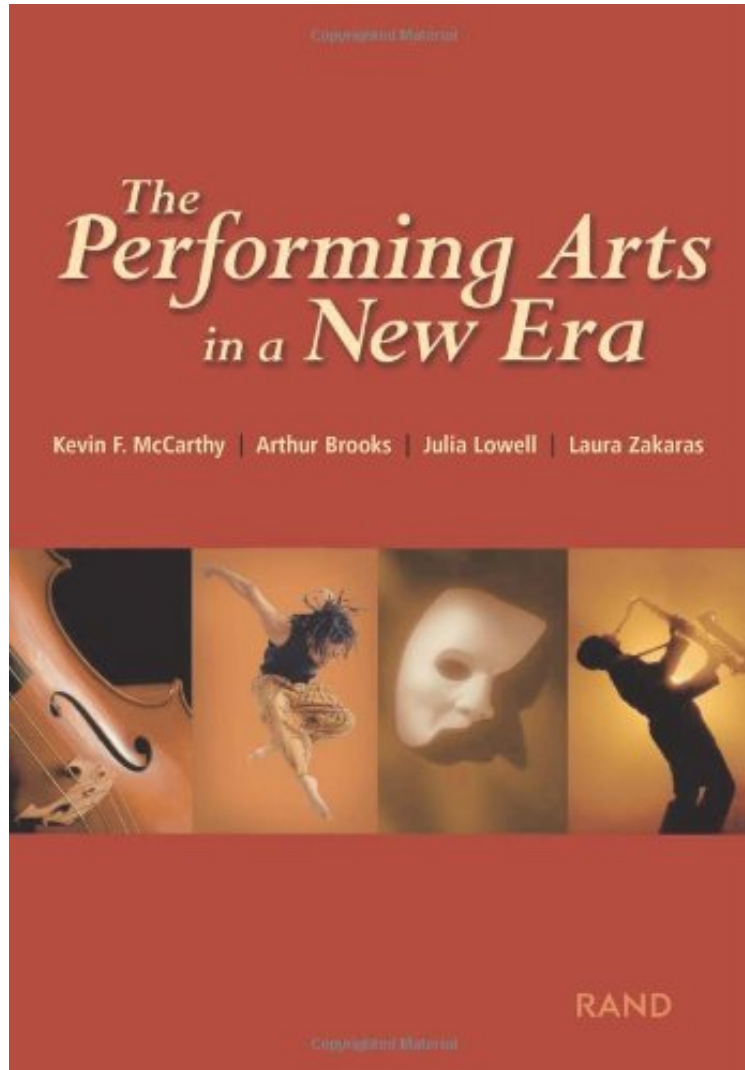


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The Performing Arts in a New Era

Kevin F. McCarthy, Julia Lowell, Arthur Brooks, Laura Zakaras
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Kevin F. McCarthy, Julia Lowell, Arthur Brooks, Laura Zakaras : The Performing Arts in a New Era before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Performing Arts in a New Era:

This book examines recent trends in the performing arts and discusses how the arts are likely to evolve in the future. It is the first book to provide a comprehensive overview of the performing arts, including analysis of opera, theater, dance, and music, in both their live and recorded forms. The authors focus on trends affecting four aspects of the performing arts--audiences, performers, arts organizations, and financing--and offer a vision for the future. The book discusses the

implications of current and likely future developments and considers public policy issues such as public funding for the arts.

The reader interested in the performing arts could not ask for a more approachable comprehensive examination of the industry or set of recommendations. McCarthy et al., have done a fine job of examining the available information. They have drawn from it a reasonable view of what is happening in the industry, a vision of what they expect the future to bring, and present a fine set of recommendations that are useful for both researchers and policy makers. This is a book that should be recommended to anyone interested in understanding the performing arts industry and in what more should be done to ensure its health well into the 21st century. *Journal of Cultural Economics*, November 2003

From the Publisher America's cultural life at the beginning of the 21st century is evolving and diversifying in complex ways. This report is an attempt to describe a part of that evolution: the world of the performing arts. It employs a system-wide perspective by examining the full range of performing arts disciplines (theater, opera, dance, and music) in both their live and recorded forms. Because this study is an ambitious undertaking in a field where critical data are often missing, it includes an assessment of the state of information on the performing arts and defines important concepts needed to analyze them. This work was supported by The Pew Charitable Trusts as part of its cultural initiative, "Optimizing America's Cultural Resources." One of the objectives of this program is to help build research capability in the arts that will foster discussion and communication among cultural leaders, policymakers, journalists, artists, the philanthropic funding community, and the American public. We hope this report not only provides useful information about broad developments in the performing arts, but also articulates a framework for analyzing and interpreting the implications of these developments.

About the Author KEVIN F. MCCARTHY (Ph.D., 1978, Sociology, University of Wisconsin) is a Group Manager, International Studies. Communication Consulting Groups, RAND, Santa Monica, California. JULIA F. LOWELL (Ph.D., Economics (1992) University of California, Berkeley) is an economist, RAND, Santa Monica, CA. ARTHUR C. BROOKS (PhD (Public Policy Analysis), The RAND Graduate School,) is a consultant at RAND. Laura Zakaras (M.A., Ph.D., University of Washington English) is a communications analyst, RAND Santa Monica, CA.