

Arts organizations across the country are actively expanding their efforts to increase public participation in their programs. This report presents the findings of a RAND study of these efforts, the purpose of which was twofold: to better understand the process by which individuals become involved in the arts and to identify how arts institutions can most effectively influence this process. The research, sponsored by the Wallace-Reader's Digest Funds, entailed developing a behavioral model that identifies the main factors influencing individual decisions about the arts, site visits to institutions that have been particularly successful in attracting participants to their programs, and in-depth interviews with the directors of more than 100 institutions that have received grants from the Wallace-Reader's Digest Funds and the Knight Foundation to encourage greater involvement in the arts. It is hoped that this study will help arts organizations develop their own effective strategies for attracting participants.