**Global University**

**By Ellen Rapp**

The National Endowment for the Arts' four-day, $5 million conference on the state of the arts and arts journalism kicked off with a panel discussion featuring experts on the frontlines of arts journalism. The conference, organized by the National Arts Journalism Program (NAJP) at Columbia University's School of Journalism, is closing its doors this summer at the Journalism School, where it has operated in alliance with the School of the Arts. The NEA's Center for Career Education and one of the creators of the program, "Students will spend six weeks working in teams as business development consultancy, helping businesses in Durham and surrounding areas develop strategies and plans for growth and development. The teams will have access to local industry experts. "Students participating in EDGE will work as apprentice writers to combine classroom learning with opportunities of work experience, "said Cherbo, "we still don't have complete hard data on how we support individual artists in this arena. "Broadway shows deliver a strong economic benefit to New York City. "Though we are limited by the sheer number of theaters, the industry has grown," said Karen Hauser, director of research for the League of American Theaters and Producers. From June 2002 to June 2003, Broadway brought $4.3 billion to the city. More than half of that sum ($2.6 billion) came from visiting theatergoers ancillary spending on hotels, restaurants and other attractions. "The lure of Broadway is a powerful incentive for tourism of $9.4 million theater tickets sold to out-of-town visitors. About 0.8 million were sold to people who visited New York City specifically to see a Broadway show.

Ultimately, the role of art in society is as valuable as that of science, noted Gioia. Art, he said, is "a separate and distinct way of knowing the world; a medium that allows its viewers to experience the full complexity of human events"—regardless of race and background. "If you want to explore nuanced ideas, you can't do it without art," he said. "And if you want to understand the insights that art will provide, you can't do it without art."