



E-MUSIC DANCE THEATRE LIFE - ZINE

San Diego Performing Arts League's Monthly Digital Member Newsletter – October 2004

The League's Website

sandiegoperforms.com includes a new [Member Resources](#) section!

Check out our

newest Member Resource [The Performing Arts Resource Directory](#).

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FROM THE EXECUTIVE DIRECTOR

Stephanie Casenza

In San Diego, volunteers are an important part of every arts group and number three-to-one over paid staff. In these challenging economic times, non-profit arts groups need strong and savvy boards of directors more than ever to provide strategic leadership. We have trained several strong candidates who are looking for a diverse range of organizations to help and serve. If you have already attended an *OnBoard* training session, but have not yet submitted an arts application to be matched with an *OnBoard* Candidate, please do so as soon as possible. Want to learn how to utilize your board members to their full potential? Incoming board chairs, executive directors and key staff are encouraged to attend our next *OnBoard* arts training session November 17th, 2004 at 5pm. See "Save the Dates" for more information.



ADVOCACY

Celebrating and Embracing Diversity

October is National Arts and Humanities Month, and this is the perfect time to celebrate what makes our nation – and our region – such an interesting place to live, work and play: our diverse cultural heritage. Perhaps no other sector embraces diversity as does the arts, but shifting demographics have caused nonprofit arts and culture organizations everywhere to examine their programs, policies, practices, organizational culture and structure to address the challenges and benefits inherent in an increasingly diverse society. Nowhere is that more evident than in San Diego County.

The San Diego Performing Arts League joined forces with the City of San Diego Commission for Arts and Culture in 2003 to develop a multi-year, multi-dimensional project to encourage arts and culture organizations to use diversity as a tool for enhancing long-term stability and vitality. Our ultimate goal is to ensure the ongoing, vibrant presence of arts and culture in the life of San Diego communities. This month, the Commission and the League present these programs to help you learn more about diversity:

Asian Business Association Mixer - October 5, 5:00-8:00PM

The Asian Community: Opening Doors and Expanding Opportunities- October 21, 3:00-5:00PM

A Little Dialogue: Making the Business Case for Diversity- October 27, 5:30-7:30

Emerging Leaders Workshop - October 28, 5:30 - 7:00PM

Visit the [Commission for Arts and Culture](#) website for more information on these events and the Diversity Initiative,

SAVE THE DATES

Meet Mayor Dick Murphy

The San Diego Performing Arts League, Regional Coalition for Arts and Culture and the Balboa Park Cultural Partnership will host one more special "meet and greet" session with the major City of San Diego's mayoral candidate Dick Murphy. With the ever-worsening financial crisis at City Hall, the arts community has to show that we are engaged in city politics and will hold the next Mayor accountable for the health of arts and culture funding. This free and informal session will provide an opportunity for the candidate to discuss his arts and culture platform and field questions from the audience.

Monday, October 18, 5:30-7 pm

Museum of the Living Artists/San Diego Art Institute, 1439 El Prado in Balboa Park

RSVP by October 15, to sdpal@sdpal.com

Get OnBoard!

Creating an Effective Board: Roles and Responsibilities Presented with Nonprofit Management Solutions as part of San Diego OnBoard. This interactive workshop will clearly define the roles and responsibilities for board members and staff, and offer tools you can use to build a more effective board. The course will cover assessing organizational needs; attracting, recruiting and retaining board members; governance and legal/fiduciary responsibilities; and successful orientation, training and ongoing board education. Attendance at this workshop is **required** by those arts organizations wishing to apply for a board member match through San Diego OnBoard. [Registration](#) is now available online!

Wednesday, November 17th, 2004 5pm-9pm

Christian Community Theater

1545 Pioneer Way, El Cajon

Awards Season

2004 SD Theatre Critics Circle Awards, Jan. 24, 2005

The third-annual Craig Noel Awards will be presented at the San Diego Natural History Museum in Balboa Park. Formal invitations will be mailed in early December, but please keep that date clear of rehearsals or meetings so that you and your staff can celebrate. And just in case you missed last year's event, please take a look at the photo pages on

www.sdcriticscircle.org.



Patté Awards for Theatre Excellence, Monday, January 10, 2005 6:30-9:00pm

The 8th annual Patté Awards, hosted by theater diva Pat Launer, will honor the Best of the Best in San Diego Theater -- with dinner, wine, entertainment, awards, and of course, a bit of pâté. Save the date (ticket info to come) and be sure to watch it on KPBS-TV in January. Event will be held at KPBS Shiley Studio, 5300 Campanile Drive. For updates, photos and past winners, visit

www.patteproductions.com.

MARKETING & PR NEWS YOU CAN USE



**New ARTS TIX Television Spot Asks Viewers...
What are you doing tonight?**

A new 30-second TV public service spot produced by the San Diego Performing Arts League begins and ends by asking viewers, "What are you doing tonight?" The catch phrase, being used by the League to promote ARTS TIX half price day-of-show tickets, also appears on flyers, t-shirts and other materials promoting the ticket booth. The spot, shot on location at ARTS TIX by Peter Oliver Productions, features local actors as the "customers." Showcased are Jennifer Eve Kraus, Robert Kirk and Brennan Taylor. Long time San Diego theatre artist

Annie Hinton provides the voice-over. All production and talent was donated.

The spots will air on Time Warner Cable as part of Operation Outreach, a free airtime grant program for the League and League members. The League recently received \$50,000 of donated airtime to broadcast the spot. **Members interested in applying for airtime grants are encouraged to contact Denise Reinicke at dreinicke@twcsd.com.** Those looking for exceptional video production for performances and b-roll can contact Peter Oliver for special League member rates. Peter Oliver Productions, 2171 India St. Suite E, San Diego, CA 92101, Cell 619-920-1109 www.peteroliver.com.

Downtown for the Holidays Update

The League is working with CCDC, NBC 7/39 and the Gaslamp Quarter Association to promote downtown holiday events under the umbrella of "Downtown for the Holidays". We know that many of your holiday performances are taking place downtown and the organizers are creating a master calendar of downtown holiday events on www.sandiegodowntown.org This is an excellent way to draw families and friends to downtown and a great opportunity for us to promote your performances. Submit your dates online or email to Kellee Sharp, sharp@ccdc.com 619-533-7148.

Opening Night Calendar

Don't forget to start posting your 2005 Season opening and gala dates on the online Opening Night Calendar. The more we all use it, the more effective it will be for member planning and media coverage. KPBS theatre critic Pat Launer even made a special plea for us all to use it at the recent NAMP Media Panel! Post your dates at

http://www.sandiegoperforms.com/whats_playing/openingnight.html

TAKE ADVANTAGE OF THIS

“GIG” Listing

Here's a great new way to advertise your organization for **free!** People call the League all the time looking for a musical act for their wedding, a string quartet for a reception, or a group of actors for a video shoot. I am currently building a list of organizations from our membership who are interested and available for small “gigs” and will be including it in the [Performing Arts Resource Directory](#). If your organization would like to be included on the “Gig” list please email your booking contact information and a 50-word description of your acts to Eve Childs, member services coordinator echilds@sdpal.com.

*NEW Member Service

The Performing Arts Resource Directory

The San Diego Performing Arts League is building a listing of technicians, artists, designers, choreographers, directors, printers, insurance providers and much more to provide as a resource to our 150 member organizations. Individual artists, craftsman, business professionals and companies, with a minimum of 3 years experience in related fields, who are willing to provide their technical and professional expertise to our membership on a sliding scale or a discounted rate are encouraged to take advantage of this free listing. (This is not a list for talent, i.e. dancers, actors, singers, musicians). If you want to be included in this directory, please contact [Eve Childs](#), member services coordinator, at 619.238.0700x20.

NEWS FROM ARTS & BUSINESS

League Welcomes our newest staff members

The League is pleased to welcome **Megan Wolf** to the staff as the new Director of Member Services. Wolf, who has a degree in Arts Administration, will be assisted by Eve Childs, Member Services Coordinator and will oversee the [Arts and Business Programs](#) (Business Volunteers for the Arts, Lawyers for the Arts, Technology for the Arts, *OnBoard* Board Development and the National Arts Marketing Program). Previously, Wolf handled publicity for UCSD's Department of Music and coordinated programs, outreach, workshops, events and festivals for several arts organizations in Illinois. As of **October 27th**, she replaces Craddock Stropes, who now serves as Director of External Affairs for the La Jolla Music Society. The League also welcomes **Nancy Kern** to the front desk as Executive Assistant and Office Manager. Both Nancy and Megan are eager to get to know and work with each of our 149 member organizations. Feel free to call them up and introduce yourself!

C O N T A C T S

For information, questions, or comments about this E-Zine, or to add your staff to the mailing list, please e-mail Eve Childs a echilds@sdpal.com

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