



# E-MUSIC DANCE THEATRE LIFE - ZINE

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

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

The results are in! Click here to read the [2004 MEMBER SURVEY](#).

\*New \* Member Service!-[The Performing Arts Resource Directory](#).

## What's Inside:

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## FROM THE EXECUTIVE DIRECTOR

### Stephanie Casenza

Our recent membership mixer, "Notes!" was a huge success. It was a pleasure for me to meet so many of you, as I've only just begun to scratch the surface of the League membership. More than 60 member organizations attended "Notes!" and everyone walked away with a handful of ideas on how to use the League's programs and services to their organization's advantage. For those who missed it, not to worry, we have decided it will be an annual event. The [2004 MEMBER SURVEY](#) results are in, and we are already implementing programs based on your suggestions. Be sure to visit our new [Member Resources](#) section of our website and check out the newest member service, [The Performing Arts Resource Directory](#). This directory will grow to a comprehensive list of technicians, artists and services providers who are willing to offer their services at a discount to you. See more in "Take advantage of this."

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## A D V O C A C Y

### Where Do the City of San Diego Mayoral Candidates Stand on the Arts?

The San Diego Performing Arts League, Regional Coalition for Arts and Culture and the Balboa Park Cultural Partnership will host special "meet and greet" sessions with the major City of San Diego's mayoral candidates in October. These free and informal sessions will provide an opportunity for each candidate to discuss their arts and culture platform while allowing time for questions from the audience. Bring your board members and key volunteers, too. It's a great opportunity to learn more about these gentlemen. Join us at the **Museum of the Living Artists/San Diego Art Institute, 1439 El Prado, Balboa Park**

Meet Ron Roberts- Monday, October 4 at 5:30 - 7 pm

Meet Dick Murphy- Monday, October 18 at 5:30-7 pm

### Hear them Debate!

The San Diego Regional Chamber of Commerce will host a live debate between City of San Diego mayoral candidates, Mayor Dick Murphy and Supervisor Ron Roberts, who will be discussing their platforms and their vision for the future of the City of San Diego. Issues to be addressed include: housing, transportation and San Diego's economic outlook. There will be an opportunity for audience questions. \$40 per person for chamber members. Friday, September 17th, 2004, from 11:45 am to 2:00 pm, US Grant Hotel, Grand Ballroom, 326 Broadway, Downtown. Visit [www.sdchamber-members.org](http://www.sdchamber-members.org) for more information.

### Create, Participate, Celebrate

**October 1<sup>st</sup> is Arts Day in California.** Arts Day was established to bring focused and greater attention to our work and to further the idea of arts participation by all Californians. The League is working with the Commission for Arts and Culture to build awareness for Arts Day by helping produce a special **NBC 7/39 News Segment** that will help kick off a month of activities. Tune in or come down to NBC's Streetside studio, **Thursday, September 30th, 11 am.** To find out more about how your organization can participate, go to [www.cac.ca.gov/artsday](http://www.cac.ca.gov/artsday). Also be sure to go to [www.CultureCalifornia.com](http://www.CultureCalifornia.com) and list your Arts Day event or any performances, exhibitions, readings, screenings or festivals during the month.

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## S A V E T H E D A T E S

### Arts Leadership Roundtable

**Topic: Board Diversity**

Tuesday, September 21, 8:00 - 9:30 am

Barcelona Room 103, Casa del Prado, 1650 El Prado, Balboa Park

The discussion will be facilitated by Cathy Zaitzow, City of San Diego Diversity Commitment Team. Share your challenges and opportunities related to board diversity, and learn how you can begin to prepare your organization for diversity planning. How does diversity impact your organization? How does your organization define diversity? What tools or information do you need to achieve board diversity? Please RSVP by September 17 to [echilds@sdpal.com](mailto:echilds@sdpal.com).

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## TAKE ADVANTAGE OF THIS

### \*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.

### Save 40-70% on office supplies!

As part of an effort to reduce the cost of goods and services to community based organizations in California, Public School Services (PSS), a 501(c)(3) organization founded by Price Charities, has entered into a one-of-a-kind partnership with **Boise Office Solutions and OfficeMax**. As a nonprofit organization, you are eligible to receive from 40 to 70% off list prices. For more information, Contact Bob Magarian at 877.633.2629 option 3 ext. 6820 or [BobMagarian@BoiseOffice.com](mailto:BobMagarian@BoiseOffice.com), and don't forget to mention you are a member of the League!

### Internships4you.com

This web site caters to employers seeking qualified interns, students seeking perfect internships and career centers seeking internships for their students. Employers are able to post and screen internships using our automated system, students pick the internship that best suits them, and career centers can receive information about internships to pass onto their students. Visit [www.internships4you.com](http://www.internships4you.com) for more information.

### New York Times Arts & Leisure Weekend 2005

It's time to sign up for The New York Times fourth annual Arts & Leisure Weekend. It will be published January 7-9, 2005. In order to participate, please complete the participation form online at [www.nytimes.com](http://www.nytimes.com). The absolute deadline is Thursday, October 28. Contact Roberta Nordman at 212-556-1135 or [alworgs@nytimes.com](mailto:alworgs@nytimes.com).

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## MARKETING & P R E S S

### Book your 3 minutes of fame on NBC

**KNSD 7/39** showcases San Diego's performing arts as part of their partnership with the League. Live performance segments air each Thursday as part of the 11am morning news broadcast. To participate, send your pitch now as dates are filling up fast, especially for the holidays. For more information contact Toni Robin at [trobin@sdpal.com](mailto:trobin@sdpal.com).

### Tune in to the Arts

KPRI 102.1 FM and the League have teamed up to help promote the performing arts. A unique partnership with San Diego's only independent radio station will include web links, email marketing, distribution of What's Playing Guides at events and concerts and a weekly feature with Madison in the Morning showcasing "Joey the ARTS TIX Guy!" Listen in....and check out their community calendar online. Be sure to submit your events at [www.authenticrock.com](http://www.authenticrock.com).

### Put your show on display!

Renting poster display space at ARTS TIX is a cost-effective way to reach thousands of potential ticket buyers. Our display cases are seen by all the local residents *and* tourists who pass through Horton Plaza each week on their way to work, dining or shopping. As Downtown's ticket source and a full-service Ticketmaster outlet, people look to us when they want to find out what's happening around town – we give you a captive audience. With limited space available, this is an opportunity that you won't want to miss. Contact Cate Burke at (619) 238-0700 x19 or [cburke@sdpal.com](mailto:cburke@sdpal.com).

### All the World Wide Web is a Stage

With over 20,000 visits last month, [www.sandiegoperforms.com](http://www.sandiegoperforms.com) continues to be the portal for information about "everything performing arts in San Diego." This website is an integral part of our on-going campaign to build attendance and promote awareness of San Diego's performing arts. We promote it aggressively in all our materials and so should you. Add "Proud member of the San Diego Performing Arts League" to your website along with a logo and link to sandiegoperforms.com. To add a League logo to your site simple download one from [http://www.sandiegoperforms.com/whats\\_new/logos\\_photos.html#logos](http://www.sandiegoperforms.com/whats_new/logos_photos.html#logos). If you already have linked to sandiegoperforms.com, please have your web manager make sure that the link and logo are current.

### LEAD San Diego Announces Request for Proposals

**Learn, Experience, and Leave a Footprint!** During 2004 and 2005 LEAD San Diego will train 60 regional civic leaders through its nine-month curriculum in leadership development. As part of this experience, the participating LEAD class members will be divided into teams and deployed to work on six community projects, which will be drawn from community-based organizations and grassroots community-building efforts in San Diego County's low-income, traditionally disadvantaged communities. LEAD San Diego is seeking project proposals from community-based organizations serving low- or moderate-income in San Diego County that could be initiated and completed between November, 2004 and April, 2005, but lacks the human resources to accomplish it. For more information, please contact Sherrie-Lyn M. Thompson, Vice-President, Programs, LEAD San Diego, at 619-232-3918.

### CharityChannel is pleased to announce today the launch of CharityUniversity

This is an affordable, easy way to grow in your professional capabilities without leaving your office or home. Classes confer 1.5 hours CFRE credit. By offering these classes over the telephone, they have removed the heavy costs of travel, hotel, food, not to mention your loss of productivity while away. They have also built a special classroom site where you can download materials and hold discussions with instructors and students before and after class. Individual classes are \$79 USD, with discounts up to 25% for multiple classes. To learn more and review the initial line-up of classes visit <http://charitychannel.com/cu>.

### National Arts Marketing Conference 2004

“High-Tough/ High-Tech Marketing”

October 2-5, Hilton Chicago Register at [www.ArtsMarketingConference.org](http://www.ArtsMarketingConference.org)

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## 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 at [echilds@sdpal.com](mailto:echilds@sdpal.com)

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