

SDPAL

From: SDPAL [sdpal@sdpal.com]
Sent: Tuesday, June 02, 2009 11:53 AM
To: sdpal@sdpal.com
Subject: June Ezine/Followspots



Table of Contents

- [June 2- Save the Date](#)
- [News from SDRACC](#)
- [News from the Commision](#)
- [Star Awards 2009](#)
- [National Arts Marketing Conference](#)
- [Scienc- Fine Arts and Learning](#)
- [Michelle Obama stresses Arts](#)
- [USD Launches New Certificate Program](#)
- [2 local Tony Award Connections](#)
- [News from Americans for the Arts](#)
- [San Diego Performer Magazine](#)

SDPAL's JUNE Ezine / Followspots

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Save the Date!



Tuesday, June 2, 11:00am

Old Globe Technical Center
5335 Market Street
San Diego, CA 92114
(District 4)

ARTS AND CULTURE COMMUNITY ADVISORY

Victoria L. Hamilton, Executive Director
619-236-6800, vhamilton@sandiego.gov

RELEASE OF 2008 ECONOMIC AND COMMUNITY IMPACT OF NONPROFIT ARTS AND CULTURE

Mayor Jerry Sanders, the City of San Diego Commission for Arts and Culture and the San Diego Regional Arts and Culture Coalition will host a press conference on Tuesday, June 2, at 11:00 a.m. to officially release the results of the 2008 Economic and Community Impact Report.

The event will take place at the Old Globe's new Technical Center in southeastern San Diego's Diamond District, which now houses the Theatre's scene shop and warehouse.

The press conference will feature remarks by Mayor Jerry Sanders, Councilmember Anthony Young (District 4) and Old Globe CEO/Executive Producer Lou Spisto. Tours of the facility will follow. The site was selected to emphasize the ability of the arts to create jobs and act as a catalyst for community, neighborhood and economic development.

IMPORTANT NOTICE: While this date is in the Mayor's calendar, there is always a chance it will change. We will keep you posted, but wanted to be sure you marked this date in your calendar.

Old Globe Technical Center, 5335 Market Street, 92114 (District 4)

Driving Directions:

From the East:

Take 94 West to Euclid Ave; turn left onto Euclid Ave; turn left on Market Street.

From the West:

Take 5 to 94 East to Euclid Ave; turn right onto Euclid Ave; turn left on Market Street.

From the North:

Take 5 South to 94 East to Euclid Ave; turn right onto Euclid Ave; turn left on Market Street.

From the South:

Take 5 or 15 North to 94 East to Euclid Ave; turn right onto Euclid Ave; turn left on Market Street.

Save gas and ride the Trolley!

Trolley Directions: Take the Orange Line to Market Creek Plaza. Exit on Euclid and Market. Walk East on Market approximately 1 ½ blocks to the Globe Technical Center, 5335 Market Street.

News from SDRACC



Rally and Student Concert in Support of Arts Education

Monday, June 1st - 4:00 to 5:00pm
Outside the San Diego Unified School District Main Office; 4100 Normal Street - San Diego, CA 92103.

Join students, families, and arts advocates to help save the Visual and Performing Arts Department and Arts Magnet Schools in the San Diego Unified School District!

Also, on Tuesday, June 2nd at 8:30 am the Board of Education will meet (at the address above) to vote on proposals to close a \$180 million budget gap. These proposals include elimination of arts education instruction in music, theatre, and visual arts. The only hope for saving these arts education programs is to create enough public pressure so a majority Board members change their vote. We've invited media to attend this Monday rally so a large crowd of support is essential. Make your support of arts education visible to the entire community.

TAKE ACTION:

Until then, we need everyone to keep sending emails to the Board of Education too. They are only reading the Subject so use simple text such as "Save VAPA and Arts Magnets" in the Subject Line.

Sheila Jackson, Board President, sjackson@sandi.net

Richard Barrera, Board VP, rbarrera1@sandi.net

John de Beck, Jdebeck1@san.rr.com

John Lee Evans, johnleeevans@sandi.net

Katherine Nakamura, board@sandi.net

You can also stay up-to-date on the quickly changing schedule by becoming a fan of the "Save the Arts in San Diego Schools" Facebook page. More information can be found at:

<http://victoriajasaunders.com/artseducationadvocacy.aspx>

Please forward this alert to as many people as possible so we have a large crowd on Monday afternoon at 4pm and Tuesday morning at 8:30am!

News From the Commission



FOR IMMEDIATE RELEASE

CONTACT: Victoria L. Hamilton
May 5, 2009 Executive Director

SAN DIEGO ARTS INSTITUTIONS RECEIVE \$270,000 IN GRANTS FROM THE NATIONAL ENDOWMENT FOR THE ARTS

San Diego, CA- The National Endowment for the Arts (NEA) announced its second round of funding for fiscal year 2009 and seven San Diego arts and culture organizations were awarded grants totaling more than a quarter of a million dollars. Each of the seven groups are also recipients of funding from the City of San Diego Commission for Arts and Culture through its Organizational Support Program (OSP). "This investment in our arts and culture community is an extraordinary stimulus for the arts at a critical time. These groups continue to present and create art, provide jobs and help fuel our economy through their high performing business practices," said Victoria L. Hamilton, Executive Director of the Commission. "Their ability to draw funding to San Diego from outside the region is an important success and a testament to the quality of these organizations."

San Diego NEA Grant Recipients:

The AjA Project - \$40,000

CATEGORY: Learning in the Arts FIELD/DISCIPLINE: Learning in the Arts
To support the Journey program, a series of after-school photography workshops is targeted to serve immigrant and refugee youth, ages 12 to 17, living in the San Diego area.

Center for World Music - \$25,000

CATEGORY: Learning in the Arts FIELD/DISCIPLINE: Learning in the Arts
To support World Music Performance for Children. Skilled artists of varied cultural backgrounds will teach African, Indian, Indonesian, and Iran folk and traditional music, dance, and storytelling to elementary, middle, and high school students in San Diego and Orange counties.

Museum of Photographic Arts - \$100,000

CATEGORY: American Masterpieces FIELD/DISCIPLINE: Visual Arts Touring
To support the touring exhibition Expanding the Family of Man: Masters of "Sixties" Photography, with accompanying catalogue and education programs.

Old Globe Theatre - \$15,000

CATEGORY: Access to Artistic Excellence FIELD/DISCIPLINE: Theater
To support the Student Access to the Arts program. The program will provide underserved middle and high school students from San Diego County the opportunity to experience live theater.

Playwrights Project - \$23,000

CATEGORY: Learning in the Arts FIELD/DISCIPLINE: Learning in the Arts
To support Write On! Underserved middle and high school students will work with teaching artists in their classrooms to create original plays - a means also to improve students' reading skills and vocabulary.

San Diego Opera Association - \$47,000

CATEGORY: Learning in the Arts FIELD/DISCIPLINE: Learning in the Arts
To support the Words & Music Program. In partnership with the San Diego Unified School District, the company will provide an in-school opera residency in which students will learn to compose an original opera.

San Diego Symphony Orchestra Association - \$20,000

CATEGORY: Access to Artistic Excellence FIELD/DISCIPLINE: Music
To support education programs for young audiences. The orchestra will present concerts and expand its programming to include Family Festivals, Kinder Konzerts, and Young People's Concerts.

The NEA is a public agency dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education. Further information about the NEA can be accessed at:
www.nea.gov

The City of San Diego Commission for Arts and Culture vitalizes the San Diego community by supporting the region's cultural assets, integrating arts and culture into community life and showcasing San Diego as an international tourist destination. Further information about the Commission can be accessed at: www.sandiego.gov/arts-culture

2009 Annual STAR AWARDS



San Diego -- The San Diego Performing Arts League's (SDPAL) annual Star Awards, which honors volunteers of San Diego County arts organizations, will be presented at 7:30 p.m. Sept. 21, 2009, at the Balboa Theatre in downtown San Diego. "This is one time of the year we can recognize the part volunteers play in keeping our arts community thriving," explained board President Kevin Chaisson. "Their spirit and enthusiasm inspires all of us to simply do more."

Last year over 150 performers, including a Tony Award-winning actress, from over 12 organizations performed a fun-filled variety show that paid tribute to our volunteers and the community they serve. Honorees were part of the show and truly enjoyed the experience to share their stories about their own passion with the other volunteers. It was a great night celebrating the community in the best way we know how - "We put on a Show!"

The Star Awards are expected to honor scores of the nearly 20,000 volunteers who work tirelessly behind the scenes for San Diego area arts and cultural organizations. This year, the Star Awards are being opened to any San Diego area arts organization and not just to the more than 100 current League member groups. Traditionally, the honored volunteers donate their time to music, theater, dance and other cultural institutions. In the past, the Star Awards ceremony has attracted approximately 800 guests. The historic 1,300-seat Balboa Theater has allowed a larger group of arts professionals, board leaders, patrons, and family and friends to come together to enjoy stellar entertainment and a moving awards ceremony.

Tickets to the 2009 Star Awards are \$35 per person and will be available for purchase online at www.sdwhatsplaying.com. Are you inspired? If you are interested in donating your time and talent to the arts, you can contact your favorite group directly. There are dozens of opportunities throughout San Diego to put your skills to work. For a list of San Diego Performing Arts League members, go to www.sandiegoperforms.com. Proceeds from the Star Awards support SDPAL's ongoing efforts to promote and advance San Diego's performing arts.

The National Arts Marketing Conference is coming to Los Angeles!!!



Members of the San Diego Performing Arts League are entitled to a \$120 discount! Register before July 31 for "buy 1 get 1" admission. (details below)

REGISTER TODAY

National Arts Marketing and Development Conference:

Thursday, October 8 - Sunday, October 11, 2009 presented by Arts Reach at the Millennium Biltmore hotel in Los Angeles.

"Are You Ready for the Wave of Change? Breakthrough Strategies for Growing Audiences, Donors, and Boards in the Coming Decade"

In addition to the member discount, when one person from your organization registers by July 31, another person gets to go for free to the Regular Conference and the Pre-Conference E-marketing Day.

Top arts marketers and fundraisers will be discussing trends, best practices, and ways to recession-proof your organization. See conference details, including registration and lodging, at

<http://www.artsreach.com/conference.html>

A New Interdisciplinary Field Researches the Effects of Learning Fine Arts on a Student's Brain

By Liz Bowie
May 24 2009

Reporting from Baltimore - For years, school systems across the nation dropped classes in the fine arts to concentrate on getting students to pass tests in reading

and mathematics.

The complete article can be viewed at:

<http://www.latimes.com/entertainment/news/arts/la-na-brain-art24-2009may24,0,3974835.story>

Michelle Obama Stresses Arts at Amercian Ballet Gala

NEW YORK - First lady Michelle Obama spent her second New York City visit emphasizing the crucial role the arts play in our society, reopening part of the American wing of the Metropolitan Museum of Art on Monday and later addressing the crowd at a glittering ballet gala.

At both events, Mrs. Obama was greeted with enthusiastic ovations from audiences that included prominent figures in politics, the arts, entertainment and fashion. She stressed the importance of giving young people better access to the arts.

MORE: http://www.huffingtonpost.com/2009/05/19/michelle-obama-stresses-a_n_205003.html

USD launches new Certificate Program-- Business for the Arts and Non Profit Art Organizations

PRESS RELEASE

Monica Phelps-Zambrano, Business Program Coordinator
monica@sandiego.edu or (619) 260-5986

New Nonprofit Art Management Course: Collaboration Strategies for Art and Cultural Fundraising

USD Continuing Ed Division Launches Certificate Program in Business for the Arts and Nonprofit Art Organizations

SAN DIEGO, CA - The University of San Diego's Division of Continuing Education will launch a new art certificate program in May. The program "Business for the Arts and Nonprofit Art Organizations" (BANAo) was designed to meet the needs of the art professional and foster creative alliances, so he or she can confidently overcome the challenges of today's art market.

The program's mission is to provide the necessary skills so that students and working professionals can understand the challenges of the arts in a volatile economy. This unique certificate is directed to art executives, artists, art marketers, and gallery owners who want to gain more knowledge about their profession. The program aims to provide students with the "Best Practices" for managing an auction house, gallery, museum, theatre or foundation. Workshop topics include fundraising, leadership, and management strategies, and the

application of new technologies for marketing to mention some. The program is composed of 10 modules or 96-120 hours and students will meet once on a monthly basis.

According to the 2002 Commission for the Arts Report in San Diego, some 85 nonprofit arts and culture organizations contributed an estimated \$217 million to the local economy, said Jodi Waterhouse, Manager of Corporate and Professional Programs for Continuing Education. "Art professionals need to be aware of the impact that arts and culture have on the economy and learn how to develop partnership to maximize financial opportunities, lead, promote, and advocate for the arts with the right skills," Waterhouse said.

In addition, San Diego's cultural environment is influenced by its neighbor city of Tijuana so it is vital to introduce our students to Mexico's art market. According to Waterhouse, "The arts certificate program has a bi-national perspective that distinguishes it from other art business programs in the nation and will serve the needs of arts professionals on both sides of the border."

For more information regarding this program and registration please contact Monica Phelps-Zambrano, Art Program Coordinator at Monica@sandiego.edu or (619) 260-5986 or go to www.sandiego.edu/businessforarts. The University of San Diego is located at 5998 Alcalá Park, San Diego, CA 92110.

The University of San Diego's Office of Corporate and Professional Education provides a variety of training opportunities that are designed to give companies working within the national and international business arena the competitive edge. Specific training programs are developed to help top executives lead effectively, middle managers manage efficiently, administrative staff support proficiently, as well as provide the business skills and tools for sales forces that are necessary to build a company's market share and ensure its continued growth and success.

San Diego Junior Theatre has 2 local Tony Award connections!

Former SDJT music director and accompanist Jason DeBord is the associate conductor for Tony nominated *Shrek the Musical* on Broadway.

SDJT alumni Jamie Torcellini (ensemble) for *Billy Elliott* which has been nominated for 15Tonys.

News from Americans for the Arts



May 7, 2009

President Obama today released the final details of his FY 2010 budget request to Congress which includes the nation's cultural agencies and programs, including the National Endowment for the Arts (NEA), National Endowment for the Humanities (NEH), Institute for Museums and Library Services (IMLS), and the Department of Education's Arts in Education program. Write your members of Congress and tell them to support funding for these cultural agencies.

As Americans for the Arts President & CEO Robert Lynch noted in a press statement, "The president's proposed funding of \$161 million would take the NEA to its highest funding level in 15 years and will help continue the upward trend of budgetary growth that Congress established several years ago. In contrast to the previous administration, this year's budget includes funding for the Arts in Education program at the Department of Education at \$38.16 million. We hope that Congress will build on these initial budget requests to secure even higher funding levels to address the needs of the arts and arts education community."

On Arts Advocacy Day, artists Wynton Marsalis, Linda Ronstadt and Josh Groban joined Americans for the Arts and over 550 arts advocates from around the country to testify on Capitol Hill and to meet with congressional leaders to request \$200 million for the NEA and \$53 million for arts education. These requests are just some of the legislative priorities for the nonprofit arts community in 2009.

Next Steps:

As you know, the President's budget is the first step in the appropriations process. While it serves as an important framework, Congress has the power to set its own priorities and change these funding levels. That's where you come in.

Arts advocates can make their voices heard by writing their members of Congress and urging them to support funding for arts and culture through the NEA and increase funding for arts in education programs. We have provided you with a customizable letter, as well as several talking points to help you craft your message. We recommend you add your own thoughts and stories about why the arts are important to you and your community.

Please help us continue this important work by becoming an official member of the Arts Action Fund. Play your part by joining the Arts Action Fund today -- it's free and simple. <http://www.artsusa.org/>

San Diego Performer Magazine - JUNE issue ONLINE!



www.SanDiegoPerformer.com

Dance

Mojalet's Summer Season Opener
Communication in the Tango Embrace
The PGK Project's The Movement

Symphony

The 21st Annual Mainly Mozart Festival

Music

Athenaeum's 110th Birthday, and the A List's 4th Birthday!
soundON Festival of Modern Music

Theater

Jeffrey

Opera

Ultimate Opera

Film

UN FILM D'AMORE E D'ANARCHIA (A Film of Love and Anarchy)

Comedy

Pretty Funny Women

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-- classes, auditions, events, ALL THINGS

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