



NEWSLETTER



pennsylvania
COUNCIL ON THE ARTS

Preserving Diverse Cultures Division



Published by Pennsylvania Council on the Arts

Harrisburg, Pennsylvania

July, 2015

Pennsylvania Council on the Arts Launches New Community-Based Pilot Program

What's Inside?

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PCA

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Building Your
Audience



Participants from the proposed pilot workshop in Allentown, eager to start putting together their projects to connect their organizations. (See inside for more on this pilot program.)

New Pilot Program offered to ALNAH Communities: *The Community-Based Engagement Project*



Community groups, community leaders and artists met in Chester for the new pilot program workshop. Thirty members attended this workshop.

Workshops were held across the Commonwealth to explain the new pilot program. We also wanted to get feedback from communities, organizations and community leaders about the types of programs that would most improve their community.

A limited number of Community-based programs are eligible for grants up to \$3,500 for planning and implementing new programs through a pilot program of the Preserving Diverse Cultures Division of the Pennsylvania Council on the Arts (PCA), Harrisburg. Charon Battles, Deputy Director for Programs at the PCA, said the program will benefit the ALNAH communities of Pennsylvania in the development and implementation of community-based arts and culture projects. ALNAH is an acronym for African American, Latino, Native American, Asian and Hispanic groups, she explained.

The projects may include but are not limited to: exhibitions, performances, artists-in-residencies and mural projects. Ms. Battles gave an example of a program that might qualify. She said, the African American community in Harrisburg could seek funding to plan a mural commemorating their civic leaders.

Collaborations of two or more organizations are encouraged and one might be linked to a 501(c)3, she said, but not necessarily. She urged interested communities including but not limited to organizations, individuals and community leaders to get project guidelines by going online to www.arts.pa.gov. You may also call Ms. Battles at 717-787-1521. Note: This year has passed. Prepare for next year.



Community members from Pittsburgh's Latino organizations met at Carnegie Mellon University to discuss sponsoring a joint project.

COMMUNITY-BASED NEW PILOT

DEADLINE: MARCH 2016

STAGE 1:

Letter of Determination

The letter of determination should contain the following information:

- A brief description of the proposed community project that includes outline or general plan
- The proposed timetable for the project (*The project must take place between January 2017 – December 2017*).
- Anticipated cost of the project, including PCA funding and match if required.
- A list of the partners and community members

Readiness Review Criteria:

Quality

- Soundness of plan
- Potential impact of project

Access

- Plan for community engagement

Management

- Management structure of partner organizations and artists to carry out the project

Funding Process: Notification in summer of approval to submit application for project funding.

DEADLINE: OCTOBER 2016

STAGE 2:

Application Deadline

Applicant's letter of determination has been approved
Applicants may apply annually for a maximum of 4 years

Matching:

- First two years no match is required;
- 3rd year 50% match;
- 4th year 1 :1 match.

Project Review Criteria:

Quality

- Quality of the artists, artistic product, process or service
- Evidence of diverse representation or involvement of the community
- Potential impact of the project and outcomes

Access

- Evidence the project is open to the targeted community
- Evidence of effective marketing and outreach plan in the community

Management

- Appropriate structure to accomplish the project.
- Appropriate project venue(s), supplies and materials
- Realistic project budget
- Plan for assessment of the impact of the project within the community

APPLICATION Narrative Questions:

Describe the project including the community participants, artists and partner organizations, number of participants, and timeline.

- 1.** Describe the proposed project.
- 2.** Why is this project needed in the community? Who will be involved and how will they be involved?
- 3.** What is the projected outcome of the project?
- 4.** How will you evaluate the impact of the project in the community?
- 5.** What avenues of communication will you use to promote the project?



SAVE THE DATES

Al-Bustan Seeds of Culture Presents Poetry and Music



Al-Bustan Takht Ensemble

Al-Bustan's project "**Words Adorned: Andalusian Poetry and Music**" will premiere two new compositions by Arab-American composers Kareem Roustom and Kinan Abou-afach, who will take inspiration from Andalusian poetry (*muwashshahat*) and explore new avenues of musical language and expression.

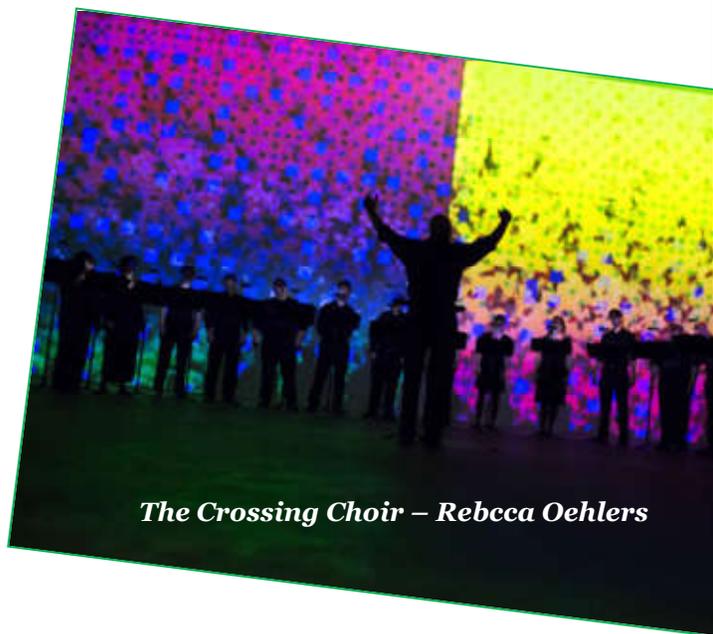
The compositions will be presented on **December 5, 2015** as part of Bryn Mawr College's **Performing Arts Series** in **Goodhart Hall**. Featuring **Al-Bustan Takht Ensemble** with **The Crossing**, a Philadelphia-based award-winning Western choir, and a soloist. A series of events leading up to the concert will include five related scholarly talks, poetry readings, and music demonstrations held at Bryn Mawr, University of Pennsylvania, and Trinity Center for Urban Life.

In July 2015 Al-Bustan will launch an interactive website dedicated to this project and will highlight the process of composing, rehearsing, and performing through videos, podcasts, photos, and print documentation. A CD with in-studio recording will be produced in December, with printed booklet and accompanying music scores, lyrics, translations, and transliterations available for choir/music directors, educators and students.

Mission

Located in Philadelphia Al-Bustan Seeds of Culture is dedicated to presenting and teaching Arab culture through the arts and language.

"Al-Bustan," Arabic for "The Garden," offers structured exposure to the language, art, music, dance, literature, and natural environment of the Arab world. Al-Bustan promotes cross-cultural understanding among youth and adults of all ethnic, religious, and socio-economic backgrounds through artistic and educational programs. Al-Bustan supports the pursuit and affirmation of Arab American cultural identity, while playing a constructive civic role within broader American society.



The Crossing Choir – Rebecca Oehlers



BARAK, Inc.

Bringing to Harrisburg, Melba Moore and Lillias White for an Evening of Art and Jazz.

BARAK, Inc. presents the fourth Annual Evening of Art and Jazz on Saturday, October 17 from 5 p.m. to 9 p.m. at the Best Western Premier Hotel in Harrisburg, PA. Broadway and Rhythm and Blues legend Melba Moore and Tony Award winner Lillias White are the feature guests.

Guests will enjoy an evening of hot jazz, cool vocals, and dinner, with a silent auction. Tickets for Art & Jazz can be ordered online at www.barakarts.org. Artwork by some of the premiere artists in the Central Pennsylvania region will also be on exhibit.

Proceeds from an Evening of Art & Jazz will support BARAK's regional youth art programming including the NexGen Youth Arts Conference.

BARAK, Inc., founded in 1999, is a Harrisburg-based non-profit arts organization whose mission is to use the arts as a platform to mentor youth, revitalize neighborhoods and communities and build bridges of reconciliation and healing across the community.

SAVE THE DATE

Saturday, October 17, 2015

 BARAK, Inc. Presents

"An Evening of Art and Jazz"

*Art, Jazz and Dinner,
featuring special guest
performances by
Melba Moore and
Lillias White!*



Melba Moore



Lillias White

Best Western Premier Hotel
800 East Park Drive
Harrisburg, Pennsylvania

Tickets for Art & Jazz can be ordered online at
www.barakarts.org

**For more event information,
please contact:**

Catherine Mentzer
717-695-9466
cmentzer@barakarts.org

OPEN CLASSES

PHILADANCO!

THE PHILADELPHIA DANCE COMPANY

PROFESSIONAL/ADVANCED ONLY
7PM - 8:30PM DAILY

- July 6-10
Pat Thomas (Graham based)
- July 13-14
Nan Giordano (Giordano Technique)
- July 20-24
Christopher Huggins (Contemporary)
- July 27-31
Theo Jamison (Dunham)
- August 3-7
Milton Myers (Horton)
- August 10-14
Steven Pier of the Hartt School (Ballet)

ALL CLASSES \$20



Photo: Lauren Ruby, White @ Lois Greenfield

PLACES TO GO AND THINGS TO DO!

Interested in having your event in our Newsletter or Website?

It's easy, email your information of flyer to: kelly@pdcorgs.com

For best results send your information at least one month before the event.

PAAFF

PHILADELPHIA ASIAN AMERICAN

PAAFF Monthly Film Series:
Garuda 19

August 27 @ 7:00 pm - 9:00 pm
GARUDA 19

Directed by Andibachtiar Yusuf

General Admission: \$8

Students and Seniors Admission: \$6



A coming of age sports film about the true story of Indonesia's Under 19 soccer team who won the ASEAN Football Federation's Youth Championship in 2013. This optimistic film celebrates Indonesia's bright future in the sport, and is a perfect way to commemorate the 70th anniversary of Indonesian Independence.

Asian Arts Initiative

1219 Vine Street, Philadelphia, PA 19107

PERFORMANCES IN PUBLIC PLACES

IMAGES OF THE MOTHERLAND Presents

LIVING HISTORY HERITAGE PROJECT

SATURDAY JULY 25, 2015
Itinerary 12 Noon-5pm

VENUE: VENICE ISLAND PERFORMING ARTS THEATRE - #1 VECTOR ST. PHILA..PA 19127

ADMISSION **FREE**
Admission is free for all attendees (except for parking)

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Arts, Culture and the Creative Economy



ASIAN AMERICAN *and* PACIFIC ISLANDER HERITAGE MONTH 2015

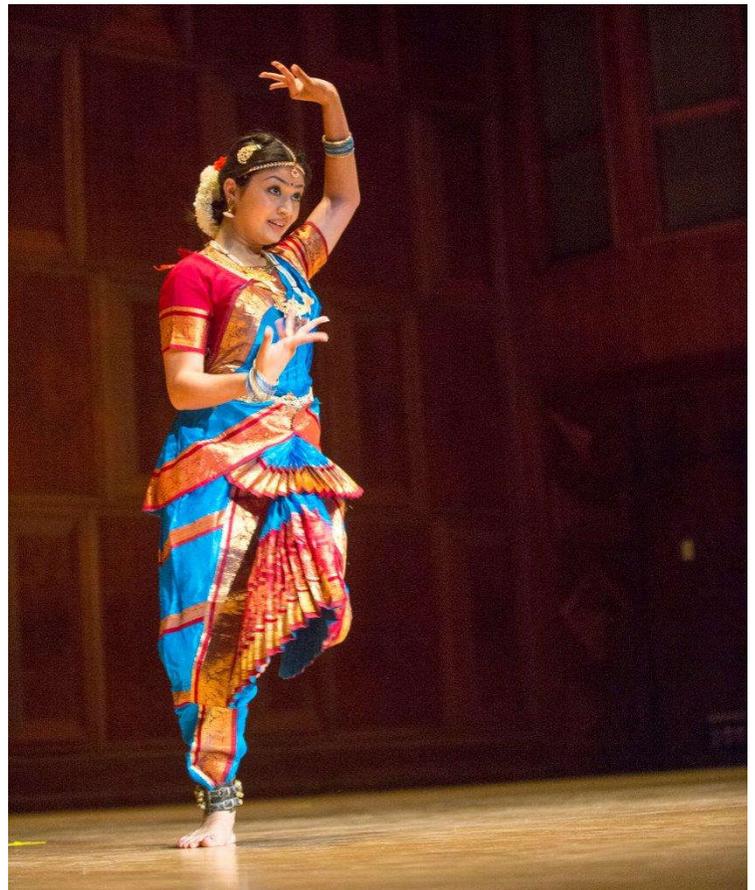
Spoken word poet, community activist, and educator Michelle Myers.

The Asian American and Pacific Islander Heritage Month was sponsored by a Multi-Agency Planning Committee. The celebration was held in the forum auditorium at the state capitol complex on May 20, 2015. Tiffany Chang Lawson, Executive Director of the Governor's Advisory Commission on Asian American Affairs, welcomed attendees to the event, which featured a variety of artists; greetings from the Pennsylvania General Assembly offered by the Honorable Representative Patti Kim; brief remarks by representatives of several state agencies and local organizations; and a keynote address by Pearl Kim, Esq., Assistant District Attorney, Office of the District Attorney, Delaware County. Pennsylvania Council on the Arts Executive Director Philip Horn was in attendance.

This year's theme celebrated "Many Cultures, One Voice: Promote Equality and Inclusion".

The enthusiastic audience was treated to excerpts from a film documentary submitted by the Philadelphia Asian American Film Festival, several dance performances by the Asian Indian Americans of Central Pennsylvania and the Chinese Cultural & Arts Institute;

and a performance by acclaimed Asian American spoken word poet Michelle Myers. Following the event, the audience enjoyed a sampling of some of the finest Asian American and Pacific Islander Cuisine in the Central Pennsylvania region.

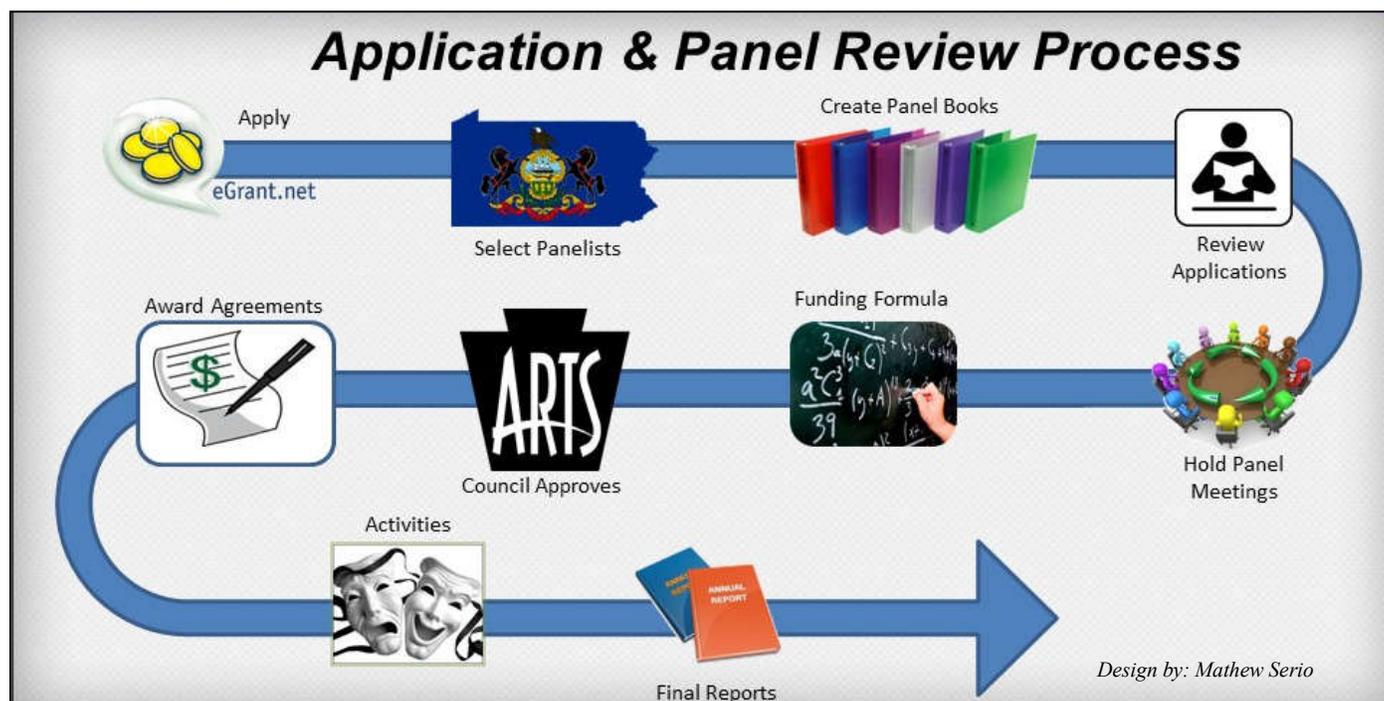


Aditi Kulkami, a junior at Cumberland Valley High School performs an Indian classical dance.

How Pennsylvania Council on the Arts Gets Things Done

We are asked on many occasions by arts organizations and individual artists how applications are processed and reviewed at the Pennsylvania Council on the Arts. Recently I came across a chart that was part of a PowerPoint presentation used to describe this process.

Of course there is much more that goes on in the background, but this gives you a basic idea of the process. Below is a copy of the chart and the staff that can help you get things done.



Executive Staff

Philip Horn, Executive Director
Tina Mazingo, CAP-OM, Executive Assistant to the Council & Executive Director
Charon Battles, Deputy Director for Programs
Heather Doughty, Deputy Director for Communication & Special Assistant for External Affairs
Amy Gabriele, Deputy Director for Administration

Administration

Seth Poppy, Manager for Grants and Information Technology
Ian Rosario, Administrative Assistant
Felicia Settles, Administrative Assistant

Program Directors

Charon Battles, Dance, Preserving Diverse Cultures Division
Jamie Dunlap, Arts in Education Partnerships and Projects, Individual Artist Services
Amy Gabriele, Accessibility, Music, Literature
Caroline E. Savage, Art Museums, Crafts, Folk & Traditional Arts, Media Arts, Visual Arts
Matthew Serio, Pennsylvania Partners in the Arts, Arts Education Organizations, Art Service Organizations, Entry Track, Local Arts, Presenting, Theatre

Program Associates

Ian Rosario, Art Museums, Arts Education Organizations, Dance, Folk & Traditional Arts, Local Arts, Media Arts
Felicia Settles, Crafts, Literature, Music, Presenting, Theatre, Visual Arts

Consultants

Gayle Cluck, Poetry Out Loud Manager
Mira Johnson, Folk and Traditional Arts Coordinator | FolkArtPA | c/o Jump Street | 100 North Cameron Street | Harrisburg, PA 17101 | 717-238-1887

Kelly Summerford, Preserving Diverse Cultures Division Assistant



On Broadway with the Capital Area Music Association (CAMA)



(L-R) Brenda John, president, Christyan Seay, Artistic Director and vocalist Felicia Renae Hicks.

Inc., St. Paul’s Episcopal Church, Harrisburg, and many, many others, this was a performance that everyone enjoyed, feeling the power of artistic expression through music which is the foundation of the CAMA creed. CAMA is a group dedicated to all areas of music, especially the African American experience. In the past, CAMA has presented concerts that focused on the works of Duke Ellington, among many others.

You can learn more about CAMA by visiting its web site, www.camamusic.org or by writing to: P.O. Box 60444, Harrisburg, 17106.

Mr. Seay can be reached by calling 717-580-6934 or by email at seayct518@verizon.net.

CAMA Presents Its Broadway Musical Revue To a Standing Ovation Audience

The Capital Area Music Association, an ALNAH organization, highlighted the talents of Harrisburg and other Pennsylvania places, at its June 7 concert, “A Musical Revue,” and achieved standing ovations. The association, called CAMA, by its closest allies, performed at the historic Market Square Presbyterian Church with a program that had those attending applauding with a Broadway flair.

Felicia Renae Hicks, a graduate of the University of Pittsburgh with a Bachelor of Arts in Theatre and Spanish, was the female lead of the show, and the male lead was Jason Morales, who was discovered by Quincy Jones at age 15, certainly, but many guests such as, Fred Dade, Dr. Jay Fluellen and James Schade, also lent to the wonderful night with performances that set this performance apart from all others.

Artistic Director Christyan Seay reminded all who were present to come back for the annual fall concert being held in November for a concert suite which includes music from “Porgy and Bess.” He told attendees to look for more information about the group’s Anthony T. Leach Scholarship Fund and told of the progress being made by the organization’s Annual Summer Vocal Camp.

With support from the Pennsylvania Council on the Arts, JumpStreet,



Audience members delight in the performance by CAMA.

Building the Audience: Some Common Sense Advice about Attracting Patrons for Your Event

By Kelly D. Summerford

Whether you're a theater, a musical group or a dance ensemble, your key object, of course, is to get people to come and see your event. In other words, why open the doors, why rehearse and why put all the time into a performance if no one is there to see it?

This is based on the performances I have seen and the organizations I have worked with over the years. "Building the Audience," is perhaps the hardest part of our work in the arts fields, but it is, clearly, the most important. In other words, why give a party if you don't send out invitations? Recently I was told that the "only way" to fill an auditorium was to use social media, and that got me thinking.

This Smells Like a Rat

This smells like disaster. And, as my Mother used to say, "If it looks like a rat and it's eating cheese on my kitchen floor, it's probably a rat!"

There are lots of ways to build an audience. This is not the kind of field where one size fits all! We can hire a consultant or a firm that specializes in this part of our "business," or we can take practical steps to keep this job in-house and really get to know our audience at the same time we are "serving" the people who love what we do and how we do it. This is within the means of any group that's "worth its salt" and there are pluses along the way that will lead us to appreciate and know those people who support us much, much better.

First let's analyze the audience we have now. What's the average age, occupation and income level of the people who come to our shows, events or parties. The more we know the better! We also want to look at the race, political party, taste in beverage, taste in shoes, taste in what they do when they want to relax, when they want to be active, when they want to learn.

Would They Rather do Something Else?

In fact, do they want to learn at all? Do they have any ambition of becoming more interesting, more understanding and more intelligent about the world around them? Or do they want to sit at home, watch and eat hot fudge sundaes?

Would they rather tweet, surf the web, or play video poker?

Knowing the audience you have will help you understand how to broaden it, expand it and make it more committed, more loyal to your group and to what it does. We need this knowledge set to be able to expand our audience, to build it!

An Example: A Child Shall Lead Them

We know there is a lesson here in getting young people interested in the arts. That is a subject we will address later in this epistle to the saints of art! The churches know, of course, if all the people in the congregation are white haired, gray-haired or bald, and if the attendee list gets smaller each week, that another rat is in the building. Perhaps literally!

If the audience for your plays, your concerts and your dances are all golden agers, we expect them to lose interest and/or the ability to take advantage of our offerings. But before we stray too much out of the practical side, let's look at the things we know, consciously or unconsciously.

There is no doubt that word-of-mouth is your best friend and ally. When someone already inside your door is having a good time or learning something, they will bring friends, neighbors, family, people they go to synagogue with or people they know through the fraternity or sorority.

So we need to be the best cheerleader possible for our group. We need to pump it, promote it and sell it wherever we go. Our eyes need to light up. Our voices need to raise and our expression has to say to the listener, "Wait, I'm talking about real drama here!"

So we need to not only know what we do, but why it is important and why people will attend, perhaps pay money and attend, perhaps buy a ticket, perhaps give a donation plus buy a ticket!

What we say should be easy to understand. It should be bright, colorful and bold! It should sound good, look good and be good! We should ask ourselves, what about what we do is big and colorful. Does it stand out from the pack? Is it worth the time and money?

What? How Many Messages Do People Get a Day?

Did you know that the average consumer is hit with 3,000 messages a day? Does this figure make you tired just thinking about it? Does it make you tired trying to read pale pink print on a yellow background? Can your program be read in a poorly lit room? Is your publicity campaign reaching your potential audience?

Is your message aimed at impressing the Minister or the Pope or the politician rather than selling tickets or drawing people to your venue? Does your message testify? Does it scream, "Come along and you will see for yourself?"

Are you depending on the local paper to do your promotion for you? Remember, an item in the local paper

will reach only those who read that paper and there is so much distraction: the news, the pictures, the gossip! Tomorrow that paper will be used to wrap fish in or to put at the bottom of the bird cage. Gone are the days we can only count on this kind of promotion!

We must reach out to other channels, to other means that get into the hands of our potential audience members. We must not rely on one way to reach people: direct mail is fine, but only effective for those who will read it!

Are You Training the Audience of Tomorrow?

Then, are you training other people to take the place of people moving away, abandoning the ship or ticked off at something that happened in your place last week? Do you have coloring contests, face-painting sessions, and bubble blowing contests? Is this what would expand your audience? If not, what would?

Are you using all the tools at hand, what I call the multi-media approach? Are you, for example, using table tents, placemats, billboards, e-mail blasts, door hangers, posters, sandwich boards, flyers, note cards and paid advertising in publications that target your kind of people?

And then there is social media: a wide world of possibilities, there. What are they? How can these communication channels be used to enhance what you do, to build your crowd, to people your stadium, to fill your seats?

Browning of America

Again we can ask “who are your people?” By now you should know and be able to describe what they need to know to do what you want them to do!

Do you need some more examples? Here’s one: with the “browning of America” are you looking at ways you can adapt your programming to fit this growing part of the population?

Another example, who are, indeed, the people who live around your theater, your neighborhood, your venue?

Are you drawing on the people in the next town over; are you enticing people to cross the river, go through the woods and come to take a place in your theater – in your gallery, garden, museum, your auditorium or your zoo? Are you looking at all ages, all hair colors? Are you looking at people with no hair—the bald by choice, we might say!

For more on these subjects I hope you are surrounding yourself with publications, websites and people who can enlighten, teach and reach out. With some of these ideas in mind, we can, in closing, join hands, form a circle and sing, “We can build our crowds together, together right now!”

In future articles, we will explore Planned Giving, Budgets and any other subject that you suggest. What are your thoughts? We would like to know and we encourage to write, email or phone your ideas for us to consider in the future. You are the reason we do what we do and you are the reason you deserve thriving, bulging, fulfilling audiences!

Send to: kelly@pdcorgs.com



National Arts Marketing Project
A Program of Americans for the Arts

November 6-9, 2015

Salt Lake City, Utah

NATIONAL ARTS MARKETING PROJECT CONFERENCE

This year’s NAMPC Conference provides the practical tools and strategies to turn ideas into action. Build your digital marketing arsenal, learn the technology trends to engage your patrons, and hear the latest creative revenue streams from experts in the field. Once your organization has the right tools to Lift Off, your organization’s future will be brighter and undeniably sustainable.

Scholarships for NAMPC 2015

Looking for a way to attend the 2015 NAMPC Conference on a tight budget? If you're a members of Americans for the Arts, apply for one of our scholarships opportunities to attend this year's Conference, November 6-9! Not only do our scholarships provide arts marketers and audience engagement professionals with assistance to participate in the conference, but give recipients access to innovative marketing strategies and audience engagement tactics through a dynamic trainings and workshops. Attendees will also have the opportunity to hear from top-notch experts from the field and network with arts marketers from across the nation. *Applicants must be individual members of Americans for the Arts or receiving benefits through a member organization.*

SCHOLARSHIP DEADLINE: Friday, July 31, 2015 at 5 p.m. EST.

Questions? Contact: membership@artsusa.org for questions or eligibility.

Commonwealth of Pennsylvania
Tom Wolf, Governor

Philip Horn

Executive Director
phorn@pa.gov

Charon Battles

Deputy Director for Programs and Preserving
Diverse Cultures Program Director
cbattles@pa.gov - 717-787-1521

ALNAH Newsletter

Publisher

Pennsylvania Council on the Arts

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pennsylvania
COUNCIL ON THE ARTS

The Pennsylvania Council on the Arts is a state agency in the Office of the Governor. It receives funding through an annual state appropriation and from the National Endowment for the Arts, a federal agency. The mission of the PCA is to foster the excellence, diversity and vitality of the arts in Pennsylvania and to broaden the availability and appreciation of those arts throughout the Commonwealth.

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www.pacouncilonthearts.org

