



# E-NEWS NOW

OCTOBER 2008

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## ■ OCTOBER: CELEBRATE ARTS & HUMANITIES MONTH

National Arts and Humanities Month (NAHM) is a coast-to-coast collective celebration of culture in America. Held every October and coordinated by Americans for the Arts, it has become the largest annual celebration of the arts and humanities in the nation. From arts center open houses to mayoral proclamations to banners and media coverage, communities across the United States join together to recognize the importance of arts and culture in our daily lives. Take a moment during National Arts and Humanities Month to: [Participate Locally](#) · [Take Action](#) · [Be Inspired](#)



## ■ ARTIST OPPORTUNITIES

**Deadline 10.20.08 REMINDER! 2009 Professional Development Grants for Individual Artists** - The purpose of the \$1,000 grant is to provide a source of financial assistance to enable Pinellas County artists (in any discipline) to take advantage of growth opportunities and/or advance their work and careers through class or workshop tuition, travel, equipment, facilities, materials and supplies, or presentation costs. Guidelines, eligibility requirements and grant applications are available on the Cultural Affairs website at [www.pinellasarts.org](http://www.pinellasarts.org). Phone 727.453.7860 if you need further information. **A current list of the 2008 artist grant recipients** and their projects can also be found at [www.pinellasarts.org](http://www.pinellasarts.org) under "Grants".

Marius Moore, '08 Artist Grant Recipient



### **Deadline 2.1.09 The U.S./Japan Creative Artists' Program**

Funding opportunity to any and all professional creative artists, including architects, choreographers, composers, creative writers, designers, media artists, playwrights, visual artists, or solo theater artists who work with original material (including puppeteers, storytellers and performance artists). Multidisciplinary artists and artistic directors of theater or dance companies are also eligible. The *Japan-U.S. Friendship Commission* works cooperatively with the NEA to sponsor The U.S./Japan Creative Artists' Program, which provides support for up to five outstanding contemporary and traditional artists from the U.S. to spend a five-month residency in Japan to pursue their individual artistic goals.

The U.S./Japan Creative Artists' Program is extremely competitive; applicants should have regional or national recognition and be able to present compelling reasons for wanting to work in Japan. Selected artists will receive: A monthly stipend for living and housing expenses; an allowance for professional support services; up to \$6,000 for round trip transportation for the artist, domestic partner and/or dependent children; and a baggage/storage allowance. There is also a stipend for pre-departure Japanese language study in the U.S. Additional information, guidelines and application can be found at <http://www.jusfc.gov/creativeartists.asp>

■ **WORKPLACE GIVING PROGRAM FUNDS 2008 ARTS EDUCATION PROGRAMS**

*St. Petersburg Times Fund, Inc.* Through the *Workplace Giving Program* at The St. Petersburg Times, twenty arts education and outreach projects county-wide are supported and enhanced by financial donations derived through the generosity of over seventy employees of the Times. Those dollars are matched through the St. Petersburg Times Fund, Inc., and the Pinellas County Cultural Council, resulting in an amazing \$56,560 in grants funding for 2008-2009. Funds from the grant awards must be used to directly support arts education and outreach programs. The number of cultural institutions receiving grants increased 30% in 2008 compared to the number of grants awarded in 2007.

Congratulations to the following grant recipient organizations: (Level I) **EMIT, Inc.**, the **Florida West Ballet, Inc.**, and the **Sunsation Show Chorus**; (Levels II & III Organizations) **American Stage, Inc.**, **The Arts Center Assn., Inc.**, the **Choral Masterworks Festival, Inc.**, **Clearwater Jazz Holiday, Inc.**, the **Dunedin Fine Art Center, Inc.**, **Florida Craftsmen, Inc.**, **The Florida Orchestra, Inc.**, **Great Explorations, Inc.**, the **Gulf Beach Art Center, Inc.**, the **Museum of Fine Arts of St. Petersburg, FL, Inc.**, the **Pier Aquarium, Inc.**, the **Pinellas Youth Symphony**, **St. Petersburg Historical Society, Inc.**, the **St. Petersburg Little Theatre, Inc.**, the **Salvador Dali Museum, Inc.**, the **Science Center of Pinellas County, Inc.**, and to **Life Force Cultural Arts Academy, Inc.**



■ **Art. Ask for More.**

Through Americans for the Arts, the second phase of the **Art. Ask for More**, campaign began in 2007, and continues to bring awareness and spotlight the importance of arts education in our schools. Through donated space, ads have been placed in the *New York Times*, the *New York Post*, *People* magazine, and as interactive media on websites such as *Google*. The **Art. Ask for More**. Campaign is a proven tool for reaching parents with the message that the arts are an integral part of every child's education, and more importantly, that parents play an active role in ensuring the livelihood of arts in our schools. Locally, art and cultural organizations can help spread the word through their membership newsletters and websites.

Campaign materials and j-pegs of the series of poster ads can be downloaded from the Americans for the Arts website at:  
[www.AmericansForTheArts.org/public\\_awareness](http://www.AmericansForTheArts.org/public_awareness).



You can also contact Ben Burdick at [bburdick@artsusa.org](mailto:bburdick@artsusa.org) or 202.371.2830 for technical assistance. Thank you for your participation.

*"The Arts. Ask for More." is a national arts education public awareness campaign brought to you by Americans for the Arts, The Ad Council, the NAMM Foundation, and hundreds of local, state, and national official campaign partners.*



## ■ ARTS EDUCATION

### SERVING COMMUNITIES. ENRICHING LIVES.

#### Ten Simple Ways Parents Can Get More Art in Their Kids' Lives:

- 1) Enjoy the arts together. Sing, play music, read a book, dance, or draw with your child at home.
- 2) Encourage your child to participate in the arts and celebrate their participation in or out of school.
- 3) Explore your community's library and read "the classics" together—from Mother Goose to Walt Whitman.
- 4) Read your local newspaper to find out about attending local arts events like museum exhibits, local plays, festivals, or outdoor concerts.
- 5) Tell your child's teacher, principal, and school leadership that the arts are vital to your child's success and an important part of a quality education. Find out if your school has sufficient resources for arts education, including qualified teachers and materials. If not, offer to help.
- 6) Contact your local arts organizations to inquire about the arts education programs they offer either during school hours or after school. Volunteer to donate time, supplies, or help with their advocacy efforts and connect these services to your child's school.
- 7) Attend a school board or PTA meeting and voice your support for the arts to show them you care and make sure the arts are adequately funded as part of the core curriculum in the school budget.
- 8) Explore your child's dream to sing, to dance, to draw, to act—and encourage them to become the best they can be through the arts.
- 9) Be an arts supporter! Contact your elected officials—lawmakers and school board members—to ask them for more arts education funding from the local, state, and federal levels. Visit Americans for the Arts [Online Resource Center](#).
- 10) Sign up to become an activist on the AFTA website, just a click away! Through our e-activist list, you will get news updates and alerts about arts education. Visit The National Endowment for the Arts [E-Advocacy Center](#).

## ■ ARTS TEACHER GRANTS 2008-2009

*"This grant provides wonderful funding opportunities for teachers that would otherwise not be able to afford technology or professional development on their own. With the upcoming budget crunch, the district is becoming more and more unable to provide these opportunities, so the Cultural Affairs Department is a beacon of hope for the art teachers in Pinellas County to provide the students with an additional 'edge' in their education"*

- High school teacher, Music Technology

Teachers of the Visual and Performing Arts in Pinellas County have the opportunity each year to apply for a \$1,000 *Arts Teacher Grant*. The goals of the grant are to support arts education projects which traditional sources do not fund; to encourage teachers to seek professional growth opportunities through attendance at workshops or conferences within the U.S.; or to collaborate with professional artists to implement for classroom or school-based projects. A teacher is eligible to apply every two years. Requests for funding can be made anytime from October 1, 2008 through March 31, 2009, with no specific deadline. Teachers can download the application and guidelines from the Cultural Affairs website at [www.pinellasarts.org](http://www.pinellasarts.org). For further information, direct questions to Kay Campbell by phoning 727.453.7865.

Congratulations to the 2007-08 teacher grant recipients: **Michael Bagby**, Visual Arts; **Brenda M. Dannewitz**, Music; **Kimberly Evans**, Music; **Maria Grabowski**, Visual Arts; **Linda Hilterbrandt**, Visual Arts; **Eileen Iacobucci**, Visual Arts; **Torree Jones**, Visual Arts; **Susan D. Meier**, Music; **Jonathan Ogle**, Visual Arts; **Jeanne Reynolds**, Performing Arts; **Dana Smalley**, Visual Arts; **Derek Edward Weston**, Music; and **Sandra K. Zielepuza**, Music.

■ **UPCOMING MARKETING WORKSHOPS**  
**FOR CULTURAL EXECUTIVES, THEIR STAFF & VOLUNTEERS**

**Wednesday, October 29<sup>th</sup>, 2008**

**“A CUSTOMER SERVICE CULTURE: IMPROVING THE WAY YOUR ORGANIZATION COMMUNICATES WITH CUSTOMERS”**

**LOCATION & TIME:** Mahaffey Theater, Progress Energy Center for the Arts  
400 First Street S., St. Petersburg  
5:30 – 7:30 pm

**PRESENTER:** Nancy Friedman, *The Telephone Doctor*

America’s foremost expert on customer service and communication skills, Nancy has been published in the *Wall Street Journal* and has also been a frequent guest on *Oprah*, *The Today Show*, *Good Morning America* and *CNN*. Nancy will provide great techniques to help you communicate better with customers and co-workers, and will share the 7 methods/channels with which we communicate with our customers. *“More business is lost due to poor service and poor treatment than poor product.”*

**TO REGISTER:** Online registration at: [www.pinellascvb.com/rsvp/](http://www.pinellascvb.com/rsvp/)  
Limited seating ... register no later than October 22



**SPONSORED BY:** VISIT ST. PETERSBURG/CLEARWATER’S Hospitality Education Dept.

**Monday, November 17<sup>th</sup>, 2008**

**“BRANDING & POSITIONING:  
TAMPA THEATRE’S LOCAL SUCCESS STORY”**

**LOCATION & TIME:** The Tampa Museum  
9am - 12noon

**PRESENTERS:** John Bell, President & CEO, Tampa Theatre  
Tara Schroeder, Community Relations Director, Tampa Theatre  
Nancy Walker, *Walker Brand* ad agency

**SPONSORED BY:** A Program of the National Arts Marketing Project,  
American Express & Americans for the Arts  
Pinellas County Cultural Affairs and  
the Arts Council of Hillsborough County



*Save the Date!*

Detailed registration information will be forthcoming.

*The National Arts Marketing Project (NAMP) is funded by American Express and is a program of the Arts & Business Council, Americans for the Arts. NAMP helps art organizations across the U.S. strengthen and implement new marketing skills, audience development and increase earned income.*

*Information provided to Pinellas County government, including email addresses and content, are subject to the broad provisions of the Florida Public Records Act, Florida Statutes Chapter 119 and may be subject to disclosure.*

■ **ADVOCACY**

**JOIN THE FLORIDA CULTURAL ALLIANCE!**

The Florida Cultural Alliance respects the vitally important and diverse roles arts and cultural resources play throughout our state. These resources help to develop and enhance Florida's creative and innovative economy, schools and student achievement, health and wellness of citizens, tourism, urban and rural downtowns and communities, job growth, business relocation and retention, and quality of life for residents and tourists.

The Florida Cultural Alliance works to develop local, state, and national partnerships. These unique partnerships work together to initiate, coordinate, and strengthen advocacy, communications, research, culturally friendly policies, and educational efforts to advance arts and cultural resources throughout the state. Partnerships are critical to help sustain and build healthy and receptive environments for Florida's diverse and vibrant arts and cultural industry to thrive. Strong support leads to higher quality and greater access for residents and visitors to experience what Florida offers in arts and cultural opportunities from Pensacola to Key West. Click [HERE](#) to join.



**Purchase of this specialty license plate  
supports Pinellas County arts and cultural programs.  
Please visit your local tag agency today!**

The Professional Development Grants for Individual Artists program is funded through arts license plate revenues.

**Cultural Affairs is transitioning from our snail-mailed paper newsletter to a Constant Contact on-line format, bringing you updates more often and saving paper. Please be patient while we are in the development stages.**



*The Pinellas County Cultural Affairs Department is supported by the Pinellas Board of County Commissioners, the School Board of Pinellas County, the Pinellas Cultural Foundation, Florida Department of State/Division of Cultural Affairs, the Florida Arts Council, and the National Endowment for the Arts.*