

Enriching Lives



LOS ANGELES COUNTY ARTS COMMISSION

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FREE ARTS ADVICE FOR INDIVIDUAL ARTISTS AND ARTS ORGANIZATIONS AT “ARTS TUNE-UP” OCTOBER 24 IN GLENDALE

Individual artists and small budget organizations can benefit from free expert advice and information on various aspects of arts management on Saturday, October 24 from 10 a.m. to 1 p.m. at an “Arts Tune-Up” at the Glendale Civic Auditorium in Glendale. Even though the event is free, it is recommended that participants register via SurveyMonkey:

(for electronic publications) Go to <http://www.surveymonkey.com/atuglendale>

(for non-electronic publications) Go to lacountyarts.org, click on "Technical Assistance," then "Arts Tune-Up, Glendale, October 24."

The fast-paced “arts tune-up” format works like this: There will be several tables set up with an arts expert/consultant addressing a specific subject located at each table. Participants choose a topic they want to learn more about. After 25 minutes, participants rotate to another table with a topic of interest as the sessions repeat. There will be a total of 5 round-robin sessions of 25 minutes each. Participants are welcome to come by for an hour or stay for the entire morning.

Topics for individual artists include Advocacy, Arts Education In-School Resources (K-12) & Working in Arts Education (K-12), Fundraising for Individual Artists, Health Insurance for Individual Artists, Indie Production and Marketing for Musicians & Media Artists, Intro to Public Art, Legal Issues for Artists & Writers, Licensing for Visual Artists, Marketing for Visual Artists, and PR for Performing Artists.

Topics for small budget arts organizations include Advocacy, Arts Education In-School Resources (K-12) & Working in Arts Education (K-12), Board Leadership for Challenging Times, Collaborative Marketing Programs with LA Stage Alliance, Cultural and Community Outreach, Fundraising for Organizations, Intro to Public Art, and Marketing for Arts Organizations

THE FACTS

WHAT

ARTS TUNE-UP for Individual Artists and Small Budget Arts Organizations

WHEN

Saturday, October 24 from 10 a.m. to 1 p.m.

WHERE

Glendale Civic Auditorium
1401 N. Verdugo Road
Glendale, CA 91208

HOW MUCH

FREE, but registration is recommended

HOW TO REGISTER

REGISTER through SurveyMonkey.

(for electronic publications) Go to <http://www.surveymonkey.com/atuglendale>
(for non-electronic publications) Go to lacountyarts.org, click on "Technical Assistance," then "Arts Tune-Up, Glendale, October 24."

PARKING

Free parking is available.

MORE INFORMATION

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The Arts Tune-Up is sponsored by the **Los Angeles County Arts Commission** and the **City of Glendale** in collaboration with **LA Stage Alliance**, the **Center for Cultural Innovation** and **Arts for LA**.

The **Los Angeles County Arts Commission**, Laura Zucker, Executive Director, provides leadership in cultural services of all disciplines for the largest county in the United States, encompassing 88 municipalities. The Arts Commission provides leadership and staffing to support the regional blueprint for arts education, *Arts for All*; administers a grants program that funds more than 300 nonprofit arts organizations annually; oversees the County's Civic Art Program for capital projects; funds the largest arts internship program in the country in conjunction with the Getty Foundation; programs the John Anson Ford Theatres; and supports the Los Angeles County Cultural Calendar on ExperienceLA.com. The Commission also produces free community programs, including the L.A. Holiday Celebration broadcast nationally, and a year-round music program that funds more than 40 free concerts each year in public sites. The 2009-10 President of the Arts Commission is Araceli Ruano.

For more information please consult the Arts Commission online press kit:
http://lacountyarts.org/communications/docs/lacac_onlinepresskit_0905.pdf

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