



ARTSWISE

A QUARTERLY BULLETIN

Winter 2004

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PROGRESS REPORT ON ARTS FOR ALL

In the 18 months since the unveiling of ARTS FOR ALL: Los Angeles County Regional Blueprint for Arts Education, significant progress has been made toward the Blueprint goal of bringing sequential arts education to all 82 school districts in the County over a 10-year period. A digest of recent milestones follows. The complete ARTS FOR ALL blueprint is online at http://www.lacountyarts.org/artsedu_artsforall09-02.pdf

Online arts education resource directory - www.LAArtsEd.org - launched

On February 11, Los Angeles County launched the first online resource directory for arts education programs in the region - www.LAArtsEd.org. The 101 programs currently on the site meet the California state content standards for visual and performing arts and were selected through an intensive application process. The directory is designed to serve as an aid to teachers, administrators, parents and students looking for quality arts education programs to dovetail with the school curriculum.

The site will expand its listings shortly. **Arts education service providers are invited to apply this spring.** Application guidelines and electronic forms will be posted on www.lacountyarts.org by April 16. Interested artists/organizations may also contact Sofia Klatzker at the Arts Commission, sklatzker@bos.co.la.ca.us, 213 974-1343.

Arts Education Performance Indicators (AEPI) Report released

Self-reported data from Los Angeles County school districts demonstrates an erosion in the critical success factors for sequential K-12 arts education from 2000 to 2003. Los Angeles County's first Arts Education Performance Indicators Report (AEPI), released February 11, uses five factors to measure arts education in County schools: an arts education policy, an arts education plan, a district arts education coordinator, an arts education budget of at least 5 percent of the total district budget, and a student to arts teachers ratio no higher than 400:1.

The AEPI report shows that in 2000 only 2% of all students attended school districts meeting all of the five critical success factors. The percentage dropped to zero in 2003, a decline that is consistent with what happens when there is no infrastructure to support arts education at the district level. The full report is online at http://www.lacountyarts.org/artsedu_AEPI.pdf

The ARTS FOR ALL blueprint seeks to reverse this decline. In September 2003, the County announced five vanguard districts - Culver City, Norwalk-LaMirada, Pasadena, Rosemead and Santa Monica-Malibu - who are committed to gaining board of education approval of a policy, plan and budget by the end of the school year in June. A mid-school year progress report indicates that these districts are on track to accomplish the goals. The County's plan is for five districts to be chosen each year to receive technical assistance to establish the key factors for success in arts education.

Pooled fund created to support ARTS FOR ALL

The **Entertainment Industry Foundation** (EIF) has committed to a lead gift of \$500,000 to help launch a "pooled fund" that supports the implementation of *Arts for All: Los Angeles County Regional Blueprint for Arts Education*.

The EIF's gift will be conveyed in two installments of \$250,000 each in 2004 and 2005. Contributions to date to the pooled fund have also come from **Sony Pictures Entertainment** (\$30,000), **Jewish Community Foundation** (\$25,000 over 2 years) and **The J.P. Morgan Chase Foundation** (\$25,000). The Jewish Community Foundation was the first organization to commit to the pooled fund. Additional funders will be announced as their contributions are confirmed.

Initial priority items for the pooled fund include technical assistance to five school districts during the 2004-2005 school year to adopt arts education policies, plans and budgets and hiring of arts coordinators for these school districts.

The pooled fund will be housed at the Arts Commission and will be managed by a roundtable of the corporate and foundation grant makers that have contributed to the fund.

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124 PAID ARTS INTERNSHIPS AVAILABLE AT COUNTY ORGANIZATIONS THIS SUMMER

78 performing, literary and media arts organizations in Los Angeles County will offer 124 internships during summer 2004 funded by the Arts Commission's arts internship program. Descriptions of the positions and contacts at the organizations will be posted on www.lacountyarts.org/internship.html starting March 22.

Applicants must be college undergraduates residing in Los Angeles County or attending school in L.A. County. Interns are paid \$350 per week for ten weeks and take part in educational and arts networking activities. Through the program, interns gain a deeper understanding of the work involved in nonprofit arts administration and the role of the arts in a community, and develop business skills that can be put to use in their future careers.

Together, the Arts Commission's internship program and the one in visual arts run by the Getty Trust form the largest arts internship program in the country.

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INTERARTS PROGRAM PROMOTES INTERACTION BETWEEN REGIONAL AND INTERNATIONAL ARTISTS

The Arts Commission will launch a pilot grant program designed to take advantage of the opportunities for local artists to engage in artistic interaction and communication with experienced international artists. Established with one-time funding from the National Endowment for the Arts, InterArts aims

- To provide local artists with the opportunity to intimately enter, experience the work of, and engage in artistic dialogue with respected international artists.
- To nurture working relationships/partnerships between local artists, presenters, and visiting international artists.
- To encourage creative growth among culturally diverse local artists and ensembles.

Applicants must be nonprofit, Los Angeles County-based arts organizations bringing international artists to the region. Possible InterArts projects may include artistic convenings and workshops. Applications for projects taking place between July 1, 2004 through June 30, 2006 are due **April 21, 2004**. An application workshop will be held April 6, 2004 at the Japanese American Cultural and Community Center. Guidelines and application forms are available at <http://www.lacountyarts.org/fundingops.html> starting March 10.

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AT LAST! A COMPREHENSIVE ARTS CALENDAR FOR L.A. COUNTY: EXPERIENCELA.COM

ExperienceLA.com, which provides users with free, first rate transit information and assistance in exploring the L.A. region's diverse culture and neighborhoods, will gain an important new feature: a comprehensive calendar of arts events in the County. The calendar, funded by the Arts Commission through Los Angeles County's Information Technology Fund, debuts as thousands of tourism professionals from all over the world meet in Los Angeles in April.

Don't be left out of the calendar the arts community has dreamed of forever. To join the ExperienceLA partners network, go to <http://www.experiencela.com/apply.asp> and take 5-10 minutes to fill out the online application. Upon approval you will be provided with an online platform to promote your organization as one of the area's cultural attractions. As an Experience LA partner, you will also be invited to submit content, program and promotional ideas for consideration at the Experience LA Portal.

Sponsors of the Experience LA site include MTA, CRA/LA, Los Angeles County Arts Commission, LA Inc., City of Los Angeles Cultural Affairs Department and USC.

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L.A. COUNTY MUSICIANS: APPLY FOR MUSICIANS ROSTER BY MARCH 10

The Arts Commission introduced its online Musicians Roster last summer. The roster is used by organizations applying for Free Concerts in Public Sites to select musicians/groups for proposed concerts, but the public at large also uses the roster as a resource. Being on the roster provides important exposure and can lead to paid engagements. Musical groups interested in applying should read the guidelines at http://www.lacountyarts.org/free_guideformusicians.pdf.

Applications are accepted only once a year. The deadline for 2004 is **March 10**.

To look at the roster go to http://www.lacountyarts.org/free_roster.html. The database is

searchable by musician/group name and genre of music and features photos, biographies, instrumentation and audio clips of the artists.

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FREE CONCERTS IN MARCH

The Arts Commission sponsors free concerts at community venues throughout Los Angeles County to provide residents access to quality music programming. Free concerts in the month of March include

Saturday, March 20, 1:00pm - 3:00pm

Conjunto Jardín (Jarocho)

Smith Park, 6016 Rosemead Blvd., Pico Rivera, CA 90660, (562) 801.4300

Monday, March 22, 1:00pm - 2:30pm

Great Notes Chamber Ensemble (Chamber)

Sunland Senior Citizen's Center, 8640 Fenwick Street, Sunland, CA 91040, (818) 329.3100

Wednesday, March 31, 6:00pm - 8:00pm

Mariachi Divas (Mariachi)

Museum of Latin American Art, 628 Los Alamitos Avenue, Long Beach, CA 90802, (626) 350.4500

The Arts Commission and the Recording Industries' Music Performance Trust Fund provide funds for the free concerts program.

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WEST COAST PREMIERE OF DAISY IN THE DREAMTIME AT [INSIDE] THE FORD

The "Hot Properties" series at [Inside] the Ford, the 87-seat indoor theatre in the John Anson Ford Theatres complex, is on a roll. The first production of the season, the world premiere of *The Shaggs: Philosophy of the World* written by Joy Gregory with music by Gunnar Madsen and staged by the Powerhouse Theatre Company, set a box office record for the [Inside] theatre. The second production, the world premiere of L. Trey Wilson's *Stage Directions* staged by Ensemble Studio Theatre/The L.A. Project, parlayed a fistful of great reviews into an extension at the Odyssey Theatre. *Stage Directions* moved to the Odyssey from [Inside] to make room for the final play of the Hot Properties season: the West Coast premiere of Lynne Kaufman's *Daisy in the Dreamtime* staged by the Fountain Theatre.

Daisy in the Dreamtime is the true story of the first white woman to live among the Aborigines and enter the "Dreamtime." In 1913, Daisy Bates abandoned her family and all the comforts of civilization, pitched a tent in the Australian outback and lived there with the Aborigines for 30 years. Daisy opens **Saturday, March 20** for a 6-week run **through April 25**. Low-priced previews begin **March 11**.

For reservations and information, visit www.fordamphitheatre.org or call (323) 461-3673.

Hot Properties, a collaboration of the Arts Commission and A.S.K. Theatre Projects made possible in part by a generous grant from The James Irvine Foundation, supports the staging of new works.

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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, and provides leadership and staffing to support the regional blueprint for arts

education, *Arts for All*. The Arts Commission, in addition to its grants program that funds more than 250 nonprofit arts organizations annually, funds the largest arts internship program in the country in conjunction with the Getty Trust and programs the John Anson Ford Theatres. 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 60 free concerts each year in public sites. The 2003-2004 President of the Arts Commission is Laurel Karabian.

Editor of ArtsWise: Linda Chiavaroli, Director of Communications, Los Angeles County Arts Commission, 213 974-1396, lchiavaroli@bos.co.la.ca.us

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