

Enriching Lives



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LOS ANGELES COUNTY LAUNCHES ITS FIRST ONLINE RESOURCE DIRECTORY FOR ARTS EDUCATION PROGRAMS

LOS ANGELES, CA – February 11, 2004 – Los Angeles County has 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 by a panel of experts including school principals, teachers, artists, arts organizations and parents. The interactive directory features audio and video samples of the programs and is searchable by artistic discipline (music, dance, theatre, visual arts), school subject area (history, math, English, science), grade level, program type (performance, workshop, field trip, residency) and cultural origin.

The directory was designed to serve as an aid to teachers, administrators, parents and students looking for quality arts education programs to dovetail with the school curriculum. It is being marketed to the 96,500 educators in Los Angeles County.

Arts in Focus, the study of arts education in the County released in 2000, found that teachers and administrators suffered from a lack of time to research available programs and had no means to evaluate them. Arts education providers had difficulty marketing their programs to all 82 school districts in the County. The online directory provides one-stop shopping and the assurance that the programs meet mandated standards. Full details of each program, including fee and availability information is provided. Users can email a booking request to the program provider through an online form.

“This new directory will benefit not only the more than 88,000 teachers in Los Angeles County, but more importantly, the children who will learn and grow from experiencing the arts,” said Chairman of the Los Angeles County Board of Supervisors, Don Knabe. “Arts education is a fundamental part of learning and the new directory will make it easy for any teacher to find any form of art to teach our children.”

The site will expand its listings shortly. Arts education service providers will have additional opportunities to apply to be included in the directory in spring 2004 and every spring thereafter. Interested artists/organizations should contact Sofia Klatzker at the Arts Commission, 213 974-1343.

The launch and promotion of the site is made possible through a grant from Target Stores. Target Corporation has a strong tradition of giving back to the communities where they do business and this year that giving will amount to \$2 million a week. That commitment is reflected in Target Stores’ grant-making program, which supports projects that promote the arts, education and family violence prevention. “At Target Corporation we feel it is not only our responsibility to give back to the community, we feel it is our privilege,” says Laysha Ward, Vice President of Community Relations. “The Los Angeles County Arts Commission is doing incredible things to help strengthen our communities.”

The development of the online directory was funded by the Los Angeles County Board of Supervisors. Grants from the National Endowment for the Arts and the California Arts Council fund staff support.

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About Target Stores

Minneapolis-based Target Stores serves guests at 1,167 stores in 47 states nationwide by delivering today’s best retail trends at affordable prices. Whether visiting a Target store or shopping online at target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target Stores, along with its parent company Target Corporation (NYSE:TGT), gives back more than \$2 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

About the Los Angeles County Arts Commission

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.

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