

Iowa Arts Council,  
Capitol Complex,  
Des Moines, Iowa 50319  
515/281-4451

Volume 2 Number 1

# ARTALK

STATE LIBRARY OF IOWA

DES MOINES, IOWA 50319

This is the first edition of **ARTalk for Partnership Programs**, Julie Bailey, Editor.

## GRASSROOTS PARTNERSHIP

July 1 - a new fiscal year! New projects begin in earnest this month and I hope that your favorite project received IAC support in the latest round of giving. As always, we received many more applications for project support than we could fund. Please do not become discouraged if your grant application was denied funding. Learn from the experience by evaluating the reasons why you were not funded. As an informational item, I thought I would share some of the common problems which we saw on grant applications this year.

Perhaps the most evident problem was found in the Visual Arts projects submitted. Less than 1% of the organizations requesting IAC support for visual arts projects submitted the proper support materials. The advisory panel members who reviewed these applications were appalled at the lack of slides to support projects and chose not to award all of the funds they had at their discretion. Judging from the number of requests that were submitted, many worthy projects were not funded due to inadequate support materials.

In the other discipline panels (Music, Community Arts, Theatre/Dance, Literature, Multi-Discipline), common problems arose. Incomplete applications, artistic quality not documented, budget discrepancies, lack of specific details on project, weak support of review criteria, and lack of evidence of financial need were among the items cited by the panels as reasons not to fund.

Even if you are an experienced grant writer, go over your grant application with a fine-toothed comb! Better yet, have someone else read it and make sure that all the information is clear and that

you have all the required support materials. Plan in advance so that you are not caught writing the grant application at the midnight hour of the deadline.

New grant guidelines will be available in the Fall. Please do not hesitate to contact me for assistance. I cannot write your grant for you, but if we talk and discuss your project and the grant guidelines, it will better prepare you for submission. The IAC granting programs are extremely competitive and you need every edge you can obtain in order to write successful grants.

## GRANT WRITING WORKSHOPS

The IAC will again be offering Grant Writing Workshops this year. Instead of just the Partnership Programs (General Grants for Projects, etc.) being on the program, all five of the IAC Program Directors will be coming to various locations throughout Iowa to inform you of the latest guidelines, application forms, etc. These workshops will offer concurrent sessions, so please bring more than one person from your organization. The following dates and communities are **tentatively** scheduled:

- September 19 - Ottumwa
- September 20 - West Branch
- September 25 - Storm Lake
- September 26 - Creston
- September 28 - Decorah

You will automatically receive a mailing with finalized information if you are on our mailing list. Make plans to attend and take the first step toward the Fiscal Year 1991 deadlines!

In addition to technical assistance being available to you prior to submitting the grant, it is also important to receive feedback on your grant after the review process has been completed. Last year the IAC developed a scoring system by which all grants are reviewed. Each of the review criteria, as they appear in the program

guidelines, is assigned a score by each member of the review panel. By looking at the scores, strengths and weaknesses of the application can be pinpointed. Generally we only receive calls from the people who are not funded, asking why their application was denied. It is equally important for those who receive funding to call or write for this information. It will assist you in becoming a better grant writer. Just as IAC staff members are unable to write your grants for you, we are also unable to make comments at the panel meetings. Even if we are extremely familiar with your organization, or even the actual project being reviewed, we are not at liberty to state our opinion on the project. This is why it is important that the information contained in the application and in the accompanying support materials be assembled in a manner that will give panel members the best possible overview of the proposal.

For those of you with projects that did not meet the current year deadlines, remember the Mini-Grant category. If you can rationalize to us why you did not submit under regular program guidelines, your project may be eligible for emergency funding support. Up to \$500 is available to each project. If you are interested in this possibility, please review the guidelines listed in the Grassroots Partnership brochure or contact me at the IAC office.

**PERFORMING ARTS NEWS** The Arts to Go program also falls under the Partnership program title and there has been some significant happenings in this program the past few months. If your organization wishes to present a performing artist or company in your community, this is the program you should consider. The current roster offers a wide variety of Iowa performers, and whoever you might select, I know you would not be disappointed. The IAC

will assist with fee support, up to 50% of the total performance fee, or \$3,000, whichever is less. Remember to book early and apply to the IAC for support at least three months in advance of your performance. If you need the listing of artists available, the applications forms, or just want general information about the program please contact the IAC.

This Fall, the IAC will be hosting the most important event of the year for those individuals and organizations interested in promoting the arts in their communities. It's PARTE time!

#### IT'S PARTE TIME!

PARTE is the name of our first annual Iowa Arts Council conference. Many of you are aware of the two conferences sponsored by the IAC in the past, the Artists-in-Schools/Communities Conference and the Iowa Booking Conference. These two projects are now being combined into a single event and will allow you to save expenses and time in attending one major conference a year for the IAC.

The entire third page of this newsletter is devoted to giving you more information about the PARTE. I hope that you will plan to attend and bring a full contingent of your members. This conference will cover all of the education and partnership programs offered by the IAC. Fun and frolic are also on the agenda since the dates fall on and around HALLOWEEN!

Mark October 30, 31 and November 1 on your calendar and be in Des Moines!

A planning committee has been hard at work assisting the IAC with the event coordination. This committee consists of Tom Becker, Indianola; Barbara Bianchi, Clinton; Carl Bleyle, Ames; Stephani Finley, Des Moines; Gary Keller, Audubon; Concetta Morales, Des Moines; Dana Shaeffer, Maxwell; Carmon

Slater, Ames; Mary Sturges, LeMars; Valerie Williams, Ames and Deborah Stanton, Clear Lake.

Many thanks are due these people for their commitment to making the conference happen and I hope you will take the opportunity to let them know how much their work is appreciated.

See page three for further details of PARTE.

#### ARTS MIDWEST

If you are a presenting organization, you may be interested in the Midwest Regional Conference scheduled for September 14-17 in Kansas City, MO. Co-sponsored by Arts Midwest and Mid-America Arts Alliance, this conference is designed to bring presenters and artists together from throughout the mid-section of the United States. Performing companies, individual artists, and professional arts management personnel will be on hand to offer you a variety of performers to choose from to complete your performing arts season.

Monies could be available from the IAC to assist in your expenses to attend this conference. If you are interested in more information, contact me. A detailed agenda of workshops, etc. should be available soon.

On August 2-3 Arts Midwest will be hosting a meeting in Minneapolis for arts agency staff who coordinate touring performer programs on the state level. There are nine member states in the Arts Midwest region and each state has its' own touring program as well as participating in the regional program. The purpose of the August meeting is to identify and discuss issues which relate to the performing arts. Finding out what is happening in other states will be very valuable and I will share the discussions with you in a later issue of this newsletter.

# FALL CONFERENCE

## Who should attend

- o Community leaders of nonprofit, tax-exempt organizations
- o Leaders of arts organizations
- o Teachers and administrators
- o Colleges and universities
- o Arts professionals
- o Artists
- o Professionals working with special populations
- o Libraries, churches, civic and service organizations
- o Past sponsors and applicants of IAC programs

## Objectives

- o Learn how to present the performing arts
- o Discover how your community/facility can use IAC programs (Arts to Go, Arts to Share, Artists in Schools/Communities and Special Constituencies programs)
- o Learn how to conduct a residency in your school or community
- o Investigate options for utilizing artists in educational settings
- o Preview Iowa's professional artists
- o Identify and integrate multicultural issues in your events planning
- o Gain professional development through workshops
- o Explore accessibility needs for arts programming

## Lodging Information

A block of rooms has been reserved for conference participants at the Kirkwood Civic Center Hotel and the Savory Hotel. For individuals who make reservations by October 1, 1989 rooms will be available at a special rate of \$38/single or \$49/double occupancy at the Kirkwood Hotel and \$55/single or double occupancy at the Savory Hotel. To make reservations, contact the Kirkwood Hotel at 1-800-244-9191 or the Savory Hotel at 1-800-244-2151.

## Registration Information

Cost: \$60 per person for all three days (includes ticket for the American Indian Dance Theatre, Tuesday breakfast and all breaks)  
\$40 for each additional person from same organization (includes ticket)  
\$25 per day per person (ticket price extra)  
\$15 per day per person for each additional person from same organization (ticket price extra)  
\$ 8 per ticket for Des Moines Ballet (Sunday matinee performance)

# PARTE AGENDA

## Sunday, October 29

- o Des Moines Ballet's production of "Coppelia"  
3:00 PM Matinee

## Monday, October 30

- o It's Parte time with the touring performers!
- o Performances by the Arts To Go, touring performers
- o Featured guest speaker, Betty Boone, Coordinator Arts Project Support, Michigan Council on the Arts
- o Program updates and information
- o Join us for an evening Halloween Parte at Nollen Plaza

## Tuesday, October 31

- o A Day of Sharing!
- o Join the Iowa Arts Council for our standing ovation breakfast for the artists
- o Featured guest speaker, A. Graham Down, Executive Director of Council for Basic Education
- o A festival of ideas to be shared in workshops sessions with topics such as:  
new approaches for programming, marketing, grant writing, accessibility, contract development, integrating arts in curriculum, cultural diversity, arts in alternative spaces
- o Honor our cultural heritage by attending the evening American Indian Dance Theatre performance

## Wednesday, November 1

- o It's Parte time with the artists in residencies!
- o Presenting the educational residency program artists: Artists in Schools/Communities, Arts to Share and Special Constituencies programs
- o Featured guest speaker, Paula Terry, Coordinator, Office for Special Constituencies, National Endowment for the Arts
- o Program up-dates and information

## All three days - Celebrate the arts!

- o Artists will be available all three days at resource tables
- o Drawings for free IAC programs will be held each day!
- o Exchange information with Iowa Arts and Arts Education organizations during special breaks, meals and at resource tables

**NOTE: REGISTRATION DEADLINE IS OCTOBER 15, 1989.**

*Cancellation of registration fees until October 20, 1989. No ticket refunds for performances. For additional information please call 515-281-4451.*

(Arts Midwest news, continued from page 2)

Presenter grants and the roster of available artists for 90-91 have been finalized by Arts Midwest. Iowa fared well in the presenter category with \$50,215 of Arts Midwest money returning to our state.

Many Iowa artists were also reviewed for inclusion on the Arts Midwest roster, with the following selections:

**Ames Piano Quartet; Chiu Ling Lin; Oneota Chamber Players; Paul Smoker Trio; Des Moines Ballet; Woodland Drum Group; and The Drawing Legion**

If you are interested in learning more about the Arts Midwest Performing Arts Touring Program, please contact Arts Midwest at 612-341-0755.

**1989 IAC AWARDS**

On July 18, Governor Terry E. Branstad awarded the 1989 Iowa Scholarship for the Arts awards in a formal ceremony in his office. Each year the IAC awards up to 5 scholarships of \$1,000 each to talented Iowa students through this program. This year's recipients are:

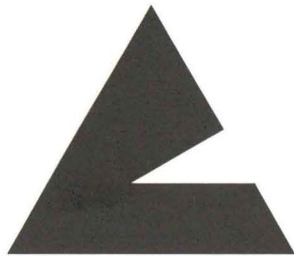
**Andree Carmen Bears**, from Spirit Lake, a sophomore at Wartburg College in Waverly majoring in Vocal Music Performance; **Lisa Marie Blouin**, from Cedar Rapids, a sophomore at Clarke College in Dubuque majoring in Theatre; **James Michael Hotchkin**, from Grinnell, a freshman at Grandview College in Des Moines majoring in Creative and Performing Arts; **Craig Macmillan**, from Cedar Falls, a sophomore at the University of Iowa in Iowa City majoring in Music Composition; and **Douglas F. Sigwarth**, from Dubuque, an incoming freshman at University of Northern Iowa studying Theatre.

Watch for these future superstars of the arts in Iowa! The IAC has had a good record of choosing scholarship winners that have become active participants in the arts in Iowa.

The Scholarship program is not our only awards program at the present time. The 5th annual Iowa Literary Awards program has been completed and the 1989 award winners are:

**Neal Bowers**, Ames, First Place, Poetry  
**Batista Nell Kennedy Simpson**, Ames, First Place, Fiction and Second Place, Poetry  
**Sam Pritchard**, Ames, Second Place, Fiction

Congratulations to all of our 1989 award winners!



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