

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

Vol 1 Number 5

# ARTALK

This is the first edition of  
**ARTALK for Information  
Services, Tamara Kuhn,  
editor.**

Information Services for the Iowa Arts Council is divided into two areas. *Public Information* manages the production of all Iowa Arts Council publications, public relations, marketing and media relations. *Data Services* manages the computer functions of the agency including the Grants Management System, the Mailing List System, as well as 31 other systems.

ARTALK is a newsletter created by Information Services to give arts constituents specific and detailed information on each of the Iowa Arts Council's programs and services. Each program director at the Iowa Arts Council takes turns writing and editing two editions a year relating to their program area.

In future issues I'll use Artalk as a forum for answering your questions about the Iowa Arts Council or the arts in Iowa. So, feel free to drop me a postcard or letter or call in your questions 515/281-4451.

I've compiled some of the most frequently asked questions for a short Q & A section to get you started:

**Q & A** *How can I get a copy of the IN-BOX?*

The IN-BOX is a newsletter listing opportunities for Iowa artists. It is mailed to individual artists on the Iowa Arts Council's mailing list, but organizations who serve artists may also receive a copy. If you are not listed as an individual artist on the Iowa Arts Council's mailing list and would like to receive a copy of the IN-BOX, tape a recent mailing label to a postcard and ask to be put on the IN-BOX mailing list. Send

this information to the attention of Shelly Wakeman, Director of Data Services, Iowa Arts Council, Capitol Complex, Des Moines, Iowa 50319.

*How do I get on the Iowa Arts Council mailing list?*

To get on the Iowa Arts Council's mailing list you need to fill out a mailing list questionnaire. These questionnaires are available from the Iowa Arts Council office. In fact, we'll be happy to mail you a **bunch** of them if you'll pass them out to the members of your organization or to other friends of the arts in your community. If you have a mailing list system yourself and can print labels—we prefer cheshire (paper) but will take sticky labels—we will mail them out from our office. The more people on the Iowa Arts Council mailing list, the better the audience we can build for the arts in Iowa.

*How can I get information from the Iowa Arts Council's mailing list?*

We've designed a nifty form for you to fill out if you want reports or labels from the Iowa Arts Council's mailing list. This form is called "Iowa Arts Council Mailing List Request". It includes a few questions to help you determine what kind of information you'd like to receive.

To cover the cost of materials, there is an initial \$2.00 start-up charge plus \$1.00 per 1,000 entries on paper stock (cheshire labels or lists) or \$4.00 per 1,000 names on self-adhesive labels.

Ask Jolene (the receptionist at our office) to send you several copies of the Mailing List Request Form if you order labels often.



*I am an artist and work for an arts organization, how should I fill out your mailing list questionnaire?*

People who fill more than one role in the arts, may want to fill out more than one questionnaire. Different kinds of information is sent to different audiences. For instance, artists may want to mail booking information to community arts councils and schools; a fair or festival may use the mailing list to contact individual artists in a specific discipline. Be forewarned--if you fill out two questionnaires, you may receive duplicate information.

*What if I am receiving duplicate information and don't want you to waste stamps on me?*

Just send us copies of the duplicate labels and tell us which one you want to keep. Mark your envelope: Attn--Shelly Wakeman.

## ARTSPEAK

Four Artspeak public hearings have been scheduled for the coming year. Last year, we concentrated on making the meetings accessible to all Iowans by holding ten town meetings geographically distributed across the state. This year we are concentrating on specific audiences (all meetings are still open to the public). The hearings have been scheduled for the following dates and locations:

**September 30, 1988**  
**Des Moines**  
**New State Historical Building**  
**1:00 - 2:00 p.m.**  
**Governor's Very Special Arts Iowa Conference**

**October 25, 1988**  
**Okoboji**  
**Village West Resort**  
**11:15 a.m.**  
**Iowa Museum Association**

**January 19-21, 1989**  
**Des Moines**  
**Hotel Fort Des Moines**  
**Music Educators of Iowa Conference**

**February (beginning of month TBA)**  
**Des Moines**  
**Hotel Fort Des Moines**  
**Iowa Chamber of Commerce Executives**

## FAIR ENOUGH

By now I hope everyone reading this has heard that information which used to be published in the *Summer Arts Fair Calendar* is published in the *IN-BOX* (see information above under Q & A). Only now the information is published all year--so don't forget to send in information for Christmas festivals and fairs, etc. In fact, send in notices of job announcements, commissions, call for entries, workshops, conferences--anything where you want artists' participation (this is not an events calendar, however). Submissions should be made in writing at least three months before the deadline date and sent to: **The IN-BOX, Iowa Arts Council, Capitol Complex, Des Moines, Iowa 50319.**

**IN-BOX deadlines:**  
**November 7, January 13,**  
**March 15, May 12, July 14.**

If you are planning a fair be sure to contact the Tourism Bureau of the Department of Economic Development. They are gearing up to publish next year's *Calendar of Events* (scheduled to be out in January). Over 100,000 copies of this calendar are made available to Iowans and tourists. Information forms were available in August. **Write to: Kathy Bowermaster, Iowa Bureau of Tourism, Capitol Complex, Des Moines, Iowa 50309.** No phone calls please.

## THE TO-DO EVENTS CALENDAR

The Iowa Arts Council is putting the new computerized grants process to work on an events calendar. Grant recipients received a letter at the end of July listing information about their events to be published in *Iowa Arts News*. The purpose of this calendar is to let the general public know about high quality events occurring in the state. Only events funded by the Iowa Arts Council are listed at this time. Following are the deadlines for returning the Calendar Event Form to *Iowa Arts News*:

**October 28--Winter 1989**  
(covers events held in Jan, Feb, Mar)

**January 31--Spring 1989**  
(covers events held in Apr, May, Jun)

**April 28--Summer 1989** (covers events held in July, Aug, Sept)

**July 29--Fall 1989** (covers events held in Oct, Nov, Dec)

## ARTS VIDEO AVAILABLE

*Cultivate the Arts* is the name of a new video available for rent through the Iowa Arts Council. Those of you who attended the Iowa Arts Awards ceremony last year will recognize the video adaptation of the nine-projector multi-media show premiered at that event. The video features Outstanding Achievement Award Winners **Richard Hervig** from Iowa City, **Gordon Kellenberger** from Amana, **Niambi Webster** from Cedar Rapids, and **David Kruidenier for the Gardner Florence Call Cowles Foundation** from Des Moines. Each speaks from their perspective as artists, community arts leaders, teachers, and business leaders on the state of the arts in Iowa. This video is an excellent, high quality introduction to Iowa's culture as told by people who live here. The ten-minute video was designed to be used in tandem with economic



COMPUTERIZED  
GRANTS SYSTEM

development presentations to encourage industry to move into the state. **If you are interested in renting the video contact Jolene at the Iowa Arts Council 515/281-4451.**

The Iowa Arts Council has computerized the Grants Management System in an effort to standardize and streamline grants processing. While this means grant recipients will need to adapt to some changes, these changes will enable the Iowa Arts Council to create and administer additional grant programs constituents have requested.

The grants process is now completed in four easy steps:

**\*Application:** When you apply for a grant, the information from your grant application is entered into the computer and a postcard with your application number is sent acknowledging the fact we've received your application.

**\*Notification:** After a final decision has been made regarding your grant application, a letter will be sent notifying you of the status of your request. There is no need for you to spend money on a phone call as these letters will be sent as soon as the information is available.

**\*Contract:** If your application was funded, a contract will be sent with the notification letter. If your application was partially funded, a Revised Budget Form may be included (the Revised Budget Form must be approved before the contract will be approved by the Iowa Arts Council). Your grant payment will be processed as soon as your contract is received and approved by the Iowa Arts Council. Cash request cards are no longer necessary.

**\*Final Report:** Final report forms are due 30 days after the ending date of your project; payment on all future grants to the same applicant will be held until the report is received and approved by the Iowa Arts Council. These forms will also be mailed with the notification letter.

The computerized system may seem somewhat impersonal at first. However, it actually allows program directors to spend more time answering your questions, providing technical assistance, conducting workshops and developing new programs--giving you more personal attention than before. As the new system gets underway we hope you'll agree that form letters, standardized contracts and program guidelines allow us to make the granting process faster, more efficient and easier to understand.

\*The Iowa Arts Council will make copies of the mailing list questionnaire available to organizations around the state. By making these questionnaires accessible to lowans in your part of the state, you can help spread interest about the arts. We currently have a mailing list of about 5,000 people who have said they are interested in the arts--we know there are many more!

\*Make sure you have plenty of Iowa Arts Council products on hand. The minimum bulk order is 25 of any one item with six months to pay or return what you don't sell. Help us get these quality items out of our basement and into the hands of lowans. Cassettes and postcards make great stocking stuffers!

To obtain the materials listed above just call Jolene at 515/281-4451, or write.

NATIONAL ARTSWEEK '88

Iowa will be celebrating National Artsweek with the rest of the nation November 13-19, 1988. Following are some of the ways the Iowa Arts Council will be promoting the statewide effort:

\*The Iowa Arts Council will ask the Governor to sign an official proclamation for the week and distribute sample copies for you to use in your own hometown. (Of course, you're always free to make your own proclamation.)

\*The Iowa Arts Council will introduce some exciting new programs and projects during Artsweek, so keep listening and reading the media for details.

\*The Iowa Arts Council has published an Artifacts sheet on Artsweek with all kinds of ideas for you to use in planning events.

NOVEMBER 13-19, 1988

"National Arts Week is a promotional opportunity for arts organizations and artists to heighten support of and appreciation for their artistic endeavors, and to broaden exposure to the arts for as many Americans as possible," said a representative of NALAA, the National Assembly of Local Arts Agencies, the organization which coordinates the event.

NALAA, the National Assembly for Local Arts Agencies, has asked organizations and communities to participate in "the Nations Largest Arts Festival". The following information is from NALAA.

"Dedicate any pre-scheduled arts activities taking place during the week of November 13-19, 1988. You can dedicate by:  
\*using the National Arts Week '88 logo on printed materials. (these will be distributed as



soon as we receive them from NALAA),

\*making a public announcement during arts events,

\*mentioning Artsweek '88 in your media releases.

Anything that is announced to the public as "a National Arts Week '88 activity" will link your organization and community to the nationwide celebration.

Create an activity for National Arts Week '88 which addresses a pertinent issue in your community's arts development plan. Organize a fundraiser with local businesses, an exhibit or performance within the school system, a reception with local officials or a press briefing to announce your membership campaign or economic impact study, etc.

Share information with other arts organizations, community groups, artists, businesses and local government bodies. Sharing National Arts Week '88 information is part of the celebration.

Gather a listing of local arts activities and ask the coordinators to dedicate their events to National Arts Week '88 calendar of events.

Approach your mayor or county officials and ask them to issue a proclamation in support of National Arts Week. This is a great way to get publicity for your organization or event. Make sure you get a picture with the Mayor or county officials and call the newspaper and ask them to print an article and photo. Send NALAA a copy for possible future publication!

Contact NALAA and report your activities so that you may be added to the national participants list. **NALAA, 1420 K Street N.W., Suite 204, Washington D.C. 20005.**

National Arts Week was created to help you and your organization by linking you to a national visibility campaign for local art activities. Whether through fundraising, local publicity, networking or programming, National Arts

Week provides an opportunity for leadership in your community's planning and development."

Here's a sample of some of the ideas you'll find in the Artifacts sheet for Artsweek:

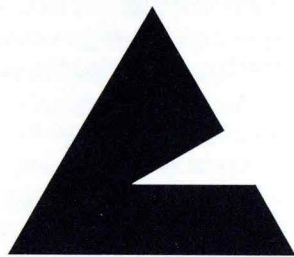
**Get everyone into the picture.**

\*Contact area artists. Compile a list of performers and artists willing to perform or exhibit during National Arts Week. Make the list available to libraries, schools, service clubs, businesses, the Chamber of Commerce, the local park service, etc.

\*Ask local businesses to promote National Arts Week through the use of their outdoor advertising spaces, store windows, and mention of National Arts Week activities in their print and media advertising.

\*Invite government officials to attend events and to support the arts in your community during National Arts Week.

**IDEAS FOR ARTSWEEK ACTIVITIES**



**A R T a l k**

Iowa Arts Council,  
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Nonprofit Organization  
U.S. Postage  
**PAID**  
Des Moines, Iowa  
Permit No. 1648

3947  
Depository Library Center  
Capitol Complex  
Des Moines IA 50319