

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

Volume 1 Number 6

ARTALK

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

Artalk is a newsletter designed to reach constituents with news and information about specific programs. As Director of Partnership Programs, I will be informing constituents of the Grassroots Partnership Incentive Program (formerly the Grants-in-Aid program), Arts to Go Touring Program and information about performing artists on the touring roster. I will be including items such as deadlines, guideline changes, news from other organizations and the latest happenings at the Iowa Arts Council which effect these programs. If you, as a constituent, have information you would like to share through Artalk, please submit to me. The Iowa Arts Council must reserve the right to select information and edit appropriately; however, we are interested in "news from the field" and encourage you to share with us.

Artalk is scheduled to be published at least twice a year and some constituents may receive issues from more than one Iowa Arts Council staff person. I will be scheduling three issues for the Grassroots Partnership Incentive and Touring programs for the coming fiscal year.

ARTS TO GO

Arts to Go, the Iowa Arts Council's Touring Performers Program, is off and running for Fiscal Year 1989. Applications have been received from many presenters and have been well-written proposals. I realize that many presenters have been reluctant to work with the new program format, but I want to reassure everyone that it is an easy procedure and that I am here to assist you. If you have any questions or concerns

about the new process, please do not hesitate to contact me.

IOWA BOOKING CONFERENCE

Presenters and artists will have the opportunity to learn more about presenting the performing arts at the 1988 Iowa Booking Conference. Sharing Excellence is the theme for our 2nd annual conference and from the preliminary agenda, it will be exciting and beneficial. The dates are November 11-12 and will be is being held at the Music Building on the Iowa State University campus in Ames. A big THANK YOU goes to Carl Bleyle (Musica Antiqua) for assisting us with the arrangements at ISU. The workshops and artist showcases will be held in the Music Building so there will be no need to move from one location to another as we did in Des Moines last year. The ISU Memorial Union is nearby for ample parking and dining facilities.

The keynote speaker will be Joan Mondale, wife of former Vice-President Walter Mondale. A long-time friend and supporter of the arts, Ms. Mondale will speak on the future of the performing arts.

Other workshops and sessions to be held include the following:

- Using an Agent/Management Company, Iowa Arts Council Grant Writing for Presenters, Iowa Arts Council Artist Opportunities, Innovative and Inter-disciplinary Programming, Block-Booking in Your Region, Developing the Performing Arts, Creative Marketing for Artists, Arts Midwest Grant Writing, Arts Midwest Artist Opportunities, Arts Education, The Decline of Leisure Time,...others to be announced.

The Performing Artist Showcase has been expanded to include two performances at this year's Conference. Due to the added

numbers of artists on the roster for the 89-90 touring season, we will have a Showcase each day. The artists who will be performing are those available for the touring season which begins on July 1, 1989 and continues through June 30, 1990. Those artists were selected and approved in July. Presenters may submit applications for the 89-90 touring season beginning December 1, 1988.

I hope everyone will plan on attending this Conference. Whether you book one artist a year or 10, this Conference will assist you in selecting the right artist and teach you new information about presenting the performing arts in your community. For the artists, it provides a great marketing tool and enables them to promote themselves to Iowa presenters.

More information will be forthcoming about the Conference once the agenda is finalized. If you have questions, please contact me at 515-281-4018.

The 89-90 Arts to Go brochure containing more information about artists and groups will be available in November. The first issues will be available at the Booking conference in Ames and mailed to Iowa Arts Council constituents later that month. Be sure to attend the Conference on November 11-12 for the opportunity to see many of the artists perform and to arrange bookings. By making arrangements in advance, you have a better opportunity for Iowa Arts Council fee support.

effectively marketing the program with the emphasis on "partnership". The Iowa Arts Council had developed working relationships with many individuals and organizations throughout the 21 year history of the agency and we now wish to "sell" a new image reflecting on the successes of those partnerships. As we advance through the upcoming year, I am sure you will begin to see the effects of our new image-building ideas and how they will directly benefit our constituents.

GRASSROOTS PROGRAM GUIDELINES

The Grassroots Partnership Incentive Program brochure is currently being published, and as always, will contain information about the following categories: Project Grants, Salary Support Grants, Visual Arts Touring Exhibition Grants, Mini-Grants, Community Arts Challenge Grants and Operational Support Grants for Major Institutions. Brochures will be mailed in early October to those constituents on our mailing list. Additional copies may be requested from the Iowa Arts Council office.

Guideline changes have also occurred in the program for Fiscal Year 1990 (July 1, 1989 through June 30, 1990) so it will be important to read the brochure carefully and thoroughly. The major change involves individual artist grants. The Grassroots Partnership Incentive Program will not have a category for individuals, but will be designed only for nonprofit, tax-exempt organizations.

Individual artists seeking grant support from the Iowa Arts Council will be interested in programs being developed and announced this fall. Bruce Williams, Director of Visual Arts and Creative Artist Programs is currently working on the development of these services.

To receive information about these new offerings, contact the Iowa Arts Council office and request to be added to our mailing list.

Under the Mini-Grant category for Fiscal Year 90, constituents will be required to complete the Project Grant application form in order to apply for a Mini-Grant. In the past, we have allowed submission of a letter containing specific information about the project for which funds are requested. Generally we have found this method to be difficult for review processes. Without the staff time to call each applicant to fill-in information, the letters tend to be inconsistent. By completing the Project Grant application form, the Iowa Arts Council will be better able to fairly review and evaluate each emergency project.

Another change which should assist in streamlining review of grant applications involves the addition of another advisory panel to our Grassroots Partnership Incentive program. The Community Arts Advisory Panel will only review the Community Arts Challenge Grants and Salary Support Grants from local arts agencies. Applications for specific discipline (i.e., music, visual arts, etc.) projects from local arts agencies will be assigned to discipline panels. We have also added a Multi-Discipline Advisory Panel to review those applications which request funds for a project which involves more than one discipline.

The membership of our grant advisory panels will also change for the upcoming year. Due to budget restraints, we have decreased the size of our panels to four members at-large with a voting member from the Iowa Arts Council board and a Chair-person (also an Iowa Arts

NEW NAME If you have read this far, you have by now realized that our Grants-in-Aid program has a new name. Now the Grassroots Partnership Incentive Program, this new image will assist us in

Council board member). The four members at-large will be geographically selected from the four quadrants of the State of Iowa and we will also attempt to have a gender balance among those four panelists. Panelists were selected during the month of August and asked to serve in this important capacity. The Iowa Arts Council is always open to nominations from the field for panelists. If you would be interested in serving on a grant advisory panel, or know someone who would, we encourage you to submit names to us.

workshops are planned in various communities. Check the schedule listed below to find the one nearest to you.

in accordance with their guidelines. A few of these site visits will involve an audit of records, therefore it is important for constituents receiving grant funds to keep records in good order. It is crucial for you to be able to track how the grant funds were spent with receipts and proper documentation.

Site visits recently completed included visits to the Orange City Arts Council (Salary Support Grant) and the Sioux County Arts Council (several Project Grants). I appreciated the hospitality received while in Northwest Iowa and look forward to visiting more Iowa communities this year.

NEW CONTRACTS

As many of you know, the Iowa Arts Council has been working through a process to change our service contract. It has been a slow procedure which has involved the Attorney General's office and a great deal of staff time. We have, in the past, had a different contract form for each Iowa Arts Council program. After the long process of revision, we now have one contract which will serve every program. With this new contract, we will also initiate a new payment procedure. Regardless of the date of your project, the contract will be paid within 45 days after it is returned from the constituent and signed by the Iowa Arts Council Executive Director. This will eliminate the old system of using a Cash Request Card. If you have questions about this new processing system, please contact our office.

October 11, 1988

Clarke College
Katherine Byrn Hall
Dubuque

October 13, 1988

Iowa City Public Library
Iowa City

October 17, 1988

Iowa Western Community College
Looft Continuing Education Ctr
Council Bluffs

October 18, 1988

Sioux Center Public Library
Sioux Center

October 20, 1988

Blanden Memorial Art Museum
Fort Dodge

All workshops are scheduled from **7:00 to 9:00 PM** and will cover the guidelines and procedures for each category of the Grassroots Partnership Incentive program with ample time for questions from participants. A pre-registration flyer will be mailed at a later date and we encourage you to submit the registration form which will be included. Pre-registration is not required; however, we appreciate knowing in advance an approximate number of participants.

NEA GRANTS

The National Endowment for the Arts offers a variety of grants which might benefit your organization. I have included here a listing of the various divisions offering grants to organizations and the deadline dates. For grant guidelines and applications, please contact the NEA at (202) 588-682-1166 and ask for the specific program office.

ADVANCEMENT

*Contact program

ARTS IN EDUCATION-SPECIAL PROJECTS

*January 16, 1989

DANCE-PRESENTERS

August 1, 1988

DESIGN ARTS

*Distinguished Designer Fellowships

July 1, 1988

*Grants for Individuals

September 1, 1988

*Fellowships

March 10, 1989

EXPANSION ARTS

*Contact program

GRANT WRITING WORKSHOPS

MARK YOUR CALENDARS! Grant Writing Workshops have been finalized for the Fall of 1988. These workshops are designed to assist constituents in their preparations for submitting applications to the various categories of the Grassroots Partnership Incentive program. Five

SITE VISITS

As required by our Auditor's Office, I will be conducting several site visits during this Fiscal Year to organizations and projects supported by our Grassroots Partnership Incentive program. These site visits assist us in getting better acquainted with our constituents (in addition to being FUN!) and assure the National Endowment for the Arts that dollars are being spent

FOLK ARTS

- *Organizations
July 1, 1988
- *National Heritage Fellowships
November 1, 1988
- *Organizations
January 1, 1989

INTER-ARTS

- *Contact program

LITERATURE

- *Literary Magazines
August 1, 1988
- *Small Press Assistance
September 2, 1988
- *Distribution Projects
September 12, 1988

LOCALS

- *Leadership Education & Services
April 1, 1989
- *Planning and Administrative
April 1, 1989

MEDIA ARTS

- *Narrative Film Development
September 1, 1988
- *Radio Projects
October 7, 1988
- *Film/Video Production
November 14, 1988
- *AFI/NEA Film Preservation Program
January 30, 1989

MUSEUM

- *Museum Resources
June 27, 1988
- *Presentation and Education Catalogue
June 27, 1988
- *Collection Maintenance, Conservation
September 19, 1988

MUSIC

- *Jazz Ensembles, Choruses
July 15, 1988
- *Chamber Music, New Music, Orchestras, Composer in Residence
July 29, 1988
- *Training/Recording/Centers
September 30, 1988
- *Music Professional Training
October 24, 1988
- *Composers, Jazz, Solo Recital Fellowships
January 9, 1989

OPERA-MUSICAL THEATER

- *New American Works, Special Projects
September 9, 1988
- *Theater-Playwrights Fellowships
June 30, 1988

VISUAL ARTS

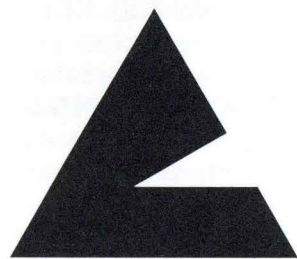
- *Art in Public Places (call by August)
October 14, 1988
- *Visual Artists Forums
November 1, 1988

INTERNATIONAL

- *US Artists at International Festivals
July 1, 1988
- *1989 International Festivals
October 1, 1988
- *US Japan/US France Exchanges
Contact discipline

ARTS ADMINISTRATION FELLOWS

- *Spring 1989 session
July 22, 1988
- *Summer 1989 session
January 13, 1989
- *Fall 1989 session
April 14, 1989



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