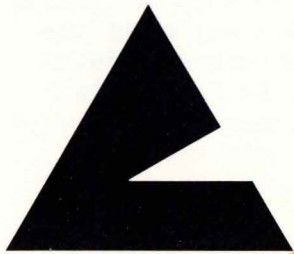


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Iowa Arts Council,
Capitol Complex,
Des Moines, Iowa 50319
515/281-4451

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

ARTSWEEK

Artsweek '89 will be held the third week of November--**November 12-18, 1989**. Artsweek is celebrated nationally as well as in Iowa on this week. Now is the time to start planning your activities. It is an excellent marketing tool for your organization. Use it to help publicize your purpose and contributions to your community. Help the general public realize their need for the arts. And bring the message to business leaders that the arts mean business through economic development. Information will be sent to anyone who applied for a grant from the Iowa Arts Council within the next few months. If you'd like information, but did not seek a grant from us this year, just give us a call at 515/281-4451 or write and ask for Artsweek information. We will mail it as soon as it is available.

MARKETING THE ARTS

And now, a bit of insight from the Iowa Arts Council staff retreat. Marketing for the arts is targeted to three groups: artists, institutions, and audiences. In this "target triangle" the artist is the *producer* of artifacts (plays, paintings, etc.); the institution is the *preserver* and *presenter* (i.e., marketer, promoter, exhibitor, educator); and the audience is the *consumer* (i.e., participant, experiencer, donor, subscriber, supporter). It's a simple idea but one that may help you, as well as the Iowa Arts Council keep programs and services focused on the people we're serving.

MAILING LIST DISTRIBUTION

Every time you make an effort to promote arts in your community, you are helping improve the quality of life there. The Iowa Arts Council has several ways to help you do this.

Through our mailing list, the Iowa Arts Council provides a list of

artists, arts organizations, and people interested in the arts. **We need your help in distributing our mailing list questionnaires** regularly at your facility or business including theaters, performing halls, bookstores, art stores, convention and visitor centers, art centers, chambers of commerce and wherever else you can put them.

By filling out the form people receive free information on grants, organization directories, artifacts technical assistance sheets, the Artalk newsletter on IAC program, the IN-BOX--a newsletter of opportunities for artists and Iowa Arts News--a newsletter for the general public on the arts in Iowa.

Send us your name, the name of your organization (if applicable), address, city/state/zip, telephone number and the number of questionnaires you would like. Think big, in groups of 50, 100, 500 or 1000. Please help us keep this information on the arts in Iowa available all year in your community.

Send to: Mailing List, Iowa Arts Council, Capitol Complex, Des Moines, Iowa 50319 or call 515/281-4451.

MAILING LIST EXPANSION

Because of an increased interest in the arts in Iowa and an aggressive marketing program, the Iowa Arts Council is receiving many more mailing list questionnaires. This is a good problem! However, we are no longer able to handle the data input in our office. Because providing information and answering requests in a timely manner is a priority of the Iowa Arts Council, we have contracted with a computerized mailing house to handle the data input and mailing list requests.

You will still send your requests to us but you will notice some changes. Previously, the Iowa Arts Council charged only for the

cost of materials, not the time it took to process your request. We now have to cover the cost of time because we are billed for it from the mailing house. For example, a request for 1200 artists interested in visual arts and printed in zip code order would have cost \$12 under the old system. With the new system the cost would be \$25. The cost is based per entry--you pay .0175 per entry on adhesive labels or .0075 for cheshire (paper) labels. There is a minimum charge of \$12 on any order.

Additional sorts are now \$5 each. For example: Iowa artists interested in visual arts in Iowa would require three sorts (Iowa, individual artists, and visual arts); if there were 1200 artists on this list it would cost \$30. Please keep in mind the Iowa Arts Council is simply charging you what the mailing house charges us. We do not make money on your request, we only cover our costs. The new prices listed below are effective immediately.

- \$.0075/entry Cheshire labels
- \$.0175/entry Adhesive labels
- \$.01/entry Lists
- \$.003/entry Merge/purge
- \$12.00 Minimum charge
- \$15.00 Special requests
- \$ 5.00 Selection criteria
- \$ 4.00/order Postage/handling
- \$ 7.00 Rush orders

The Mailing List Request Form has been redesigned to help you streamline your requests to keep the cost as low as possible.

EVENTS CALENDAR

Well we tried it, and it didn't work. Those of you who told me so, can tell me so. But I haven't given up the idea of having a central resource of information on arts events in Iowa. In my vision this calendar is published for the purpose of informing the media of statewide events with up-to-the-minute deadlines. We are working on a program to put it into the computer. The only glitch is we need someone to

type all that information in on a daily basis. Stay posted or volunteer.

WELCOME!

Deborah Ryerson has joined the Des Moines Ballet as marketing director. A Pennsylvania native, Ryerson owner and operated a printing business with her husband before relocating to Iowa in October.

Previously, she held positions as manager of media relations for Hershey Foods Corporation, Hershey, PA, and as city editor of the Carlisle (PA) Sentinel, a 15,000 circulation daily newspaper. In 1980-81, she was one of four journalists nationwide to receive an American Political Science Association Congressional Fellowship. During her time in Washington, D.C., she worked on the staff of U.S. Senator Tom Harkin, D-IA (then a U.S. Representative) and U.S. Senator Paul Tsongas, D-MA.

You can reach Deb at the Des Moines Ballet Association, Inc., 4333 Park Avenue, Des Moines, Iowa 50321. 515/282-3480. Make a point to say hello and welcome!

(If any of the rest of you are new, send me a bio and I'll put it in my next edition of Artalk.)

PROFESSIONAL DEVELOPMENT

A great source of marketing information for artists in Iowa is in Minnesota. (It is one of four such resources in the United States). Mariann Johnson from Resources and Counseling at United Arts recently conducted a marketing workshop for artists involved in the Arts Connection: The Arts Exchange. The artists that participated learned how to make money from their art, saw examples of good and bad resumes, brochures and other marketing information. Most importantly these artists learned how to assess what they wanted from their art--did they need to

make a living from it or did they prefer to create regardless of whether there was a market for their work? The IRS defines these choices as a business vs. a hobby.

Resources and Counseling also offers assistance to arts organizations. The Iowa Arts Council staff is working on bringing more professional development workshops of this type to Iowa. Meanwhile, if you're interested, make the trip to St. Paul for a personal counseling session. Call first and ask to be put on the mailing list. **United Arts, 416 Landmark Center, 75 West 5th Street, St. Paul Minnesota 55102. 612/292-3222.**

QUESTIONS AND ANSWERS

Notification of grant information is not coming directly to me, what can I do? All correspondence is between the Iowa Arts Council and the applicant (the person legally obligated to conduct the project). It is the applicant's responsibility to make sure the project director is informed of all communications. If, as project director, you're not getting information, please contact the legal applicant of your project.

Where can I get a copy of the most recent Economic Impact Study on the Arts?

A 2 page summary of the latest Economic Impact Survey is available from the IAC. Detailed information on the study is available from the researcher, Dr. John Fuller. He can be reached at 319/351-4954 (home) or 319/353-3862 (office) or 319/353-5001 (office).

We've had lots of changes over the past years in Iowa Arts Council programs, why?

Changes in program guidelines come from three sources: *the staff, the board and panel members.* Eighty percent of the

Iowa Arts Council staff has been hired within the last three years. New people usually bring with them new ideas and the Iowa Arts Council is no exception. We like to think of them as improvements, building on what has been done in the past.

Board members serve three year terms--however they may be reappointed by the Governor for more terms. The IAC board has remained stable over the past five years so there have been few major changes in policy during that time period.

Panels meet yearly for most programs to make recommendations on projects eligible for grants. These panels also spend some time reviewing the program guidelines and criteria. Their recommendations for changes are often incorporated into the next year's guidelines. Panels are the most common source of changes in the program.

Why doesn't my signature go through all three copies of the contract?

The NCR paper the contracts are printed on works on one side only. This allows the Iowa Arts Council to print all copies of the contract at the same time. However, because the contract is two pages it places the signature on the back side of the NCR paper. This means you must sign all three copies of the contract. It also means all parties receive an original copy of the contract.

Why don't I ever get a grant?

The most common reason is that the panel did not recommend your application for funding. The criteria the panel use in reviewing your application are written in the program guidelines. You should make sure that all criteria are clearly addressed in your application. Aside from content, make sure your application is

neatly typed and filled out completely. If you have a question as you fill out the application, call the program director. The earlier you start working on your application, the more time you will have to get the answers you need.

Can I attend a panel meeting?

Because the Iowa Arts Council is a state agency, all meetings are open to the public. An artifacts sheet listing the names of all panel members and meeting dates and times is available free from the Iowa Arts Council by calling 515/281-4451.

How much money should I ask for?

The Iowa Arts Council encourages you to ask for as much money as you actually need and can back financially with a 50% match. How well you've thought through your project is usually demonstrated by the documentation of your needs on the budget section of the application.

Most program guidelines give you an idea of how much and what you can apply for.

How can I be a member of the Iowa Arts Council?

The Iowa Arts Council does not have a "membership" list at the present time. However, filling out a Mailing List Questionnaire will get you on our mailing list. You choose the kinds of information you're interested in--Grants, Education, Community Arts, Fairs and Festivals and more.

I applied for a grant from the Iowa Arts Council, does that mean I will automatically receive information on grants next year?

OR

How can our new officers start receiving information from the Iowa Arts Council?

I repeat. The **only** way you can get information on a regular basis from the Iowa Arts Council is to fill out a Mailing List Questionnaire. The **only** way you can get information on a regular basis from the Iowa Arts Council is to fill out a Mailing List Questionnaire. If you don't think you've filled one out, you probably haven't.

Why are the forms so complex?

The Iowa Arts Council participates in the National Standard of Arts Information Exchange. The National Standard allows all state arts councils to collect information in the same manner. Those budget fields, which were new to many of you this past year, are part of the National Standard and enable the NEA (National Endowment for the Arts) and NASAA (National Assembly of State Arts Agencies) to compile figures on the state of the arts across the United States.

The forms may look complex at first, but after reading the program guidelines, you will notice that we are not asking you to fill in all the blanks--just the ones that pertain to the grant you are applying for (read the budget section of the guidelines for specifics). Because these fields are used in a national database, all the field names have specific definitions which we've printed on the application form for your convenience.

Why do I have to have my slides in the nonjuried category of the slide bank if I want them in the juried?

"Because the core resource is the nonjuried category, that's the foundation for the slide bank. The juried categories are optional." There you have it--straight from Bruce Williams, the program director.

Who uses the Slide Bank?

The Slide Bank is used by any organization, committee, individual, etc. requesting it. It can and should be used to choose visual artists, design artists, crafts photographers, media arts, and interdisciplinary /collaborations /performance art for commissions, exhibitions, arts /crafts fairs and festivals, graphic work, public sculpture, corporate collections, special projects, etc.

Why have juried categories in the Slide Bank?

Juried categories for Public Art and Studio Art have been added to the slide bank this year. According to Bruce Williams, Director of Creative Artists and Visual Arts Programs, people using the slide bank expressed a need for determining the quality of artists chosen. A panel of experts in the visual arts field were gathered to make those choices in the Public Art and Studio Art categories.

How can I see examples of a good grant application?

The Iowa Arts Council files are public information. You may come into the office and look at sample applications during business hours.

How can I get labels of organizations who have received grants for artists?

Artists are encouraged to market themselves to Iowa Arts Council grantees as well as other organizations. A mailing list of Iowa Arts Council grantees and /or applicants is available from the Iowa Arts Council for a minimal charge.

How can I get a list of arts fairs in Iowa?

They are listed in the IN-BOX. Fill out a mailing list questionnaire.

Did I get funded?

Notification of funding status is by letter in the mail as soon as the information is publicly available.

Could you give me an artist's address and phone number?

Gladly, if we have it. This is another reason why it is important for communities to make the Iowa Arts Council's mailing list questionnaire readily available to residents.



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