

Renaissance Cleveland Hotel  
Tower City Center

## CONFERENCE PROGRAM

# Dancing with Different Partners

## How to Make the Conference Work for You

Morning roundtables, member reports, keynote luncheons, and some afternoon theme sessions will take place in breakout rooms at the Renaissance Cleveland Hotel. Many of the afternoon theme sessions will be scheduled off-site at arts venues around Cleveland. Off-site theme sessions will require a shuttle bus. Because space is limited, a maximum capacity will be set for each off-site session.

To avoid overbooking, we are providing tickets for off-site afternoon theme sessions. Tickets for sessions each day are available when the registration desk opens that morning. When tickets are gone, you will know that a session is full and you can make another choice.

We still have space available for additional roundtable sessions. If you would like to organize a session, please sign up at the conference registration desk. We will post the new sessions there as well.

Evening events are great opportunities to chat informally with your colleagues. In addition to the receptions on Sunday and Tuesday evening, consider signing up for any one of several informal small-group dinners on Monday evening. Sign-up sheets are located at the conference registration desk. And, do not forget to join us on Tuesday evening at Severance Hall! Tickets can be purchased at the registration desk.

## Never Been to a GIA Conference?

There will be a special reception for new participants at 5:00 p.m. on Sunday at Shuckers off the Lower Lobby of the Renaissance Hotel. If you signed up to be a conference mentor or requested a mentor, this is the time to find each other. If you would still like to sign up for a conference mentor, you can do so at the registration desk.

## Name Badges

Your name badge is required for admission to all conference functions including meals, sessions, and evening events.

## Resource Center

Resource tables are located by the registration desk. You are welcome to leave brochures and other information on these tables.

## A Brief Word on Fundraising Ethics

To preserve the capacity for open discussion, all conference attendees are expected to refrain from fundraising or solicitation. Organizations that solicit funds are expected to be represented only by individuals whose roles involve programming and/or policy.

## Conference Evaluations

Conference evaluations will be sent to you by email after the conference. Future conference planners rely on your feedback, please fill out and return the evaluation form.

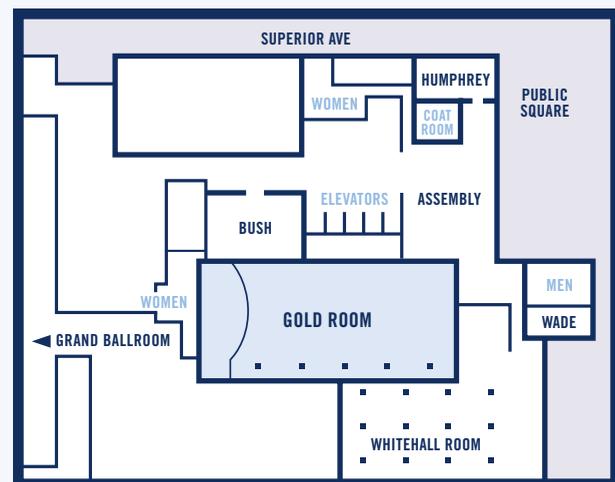
## 2004 CONFERENCE FUNDERS

The Cleveland Foundation  
 The Columbus Foundation  
 The Nathan Cummings Foundation  
 The George Gund Foundation  
 Walter and Elise Haas Fund  
 The Joyce Foundation  
 Kraft Foods, Inc.  
 John P. Murphy Foundation  
 National City Bank  
 Ohio Arts Council  
 Sherwick Fund of the  
 Cleveland Foundation

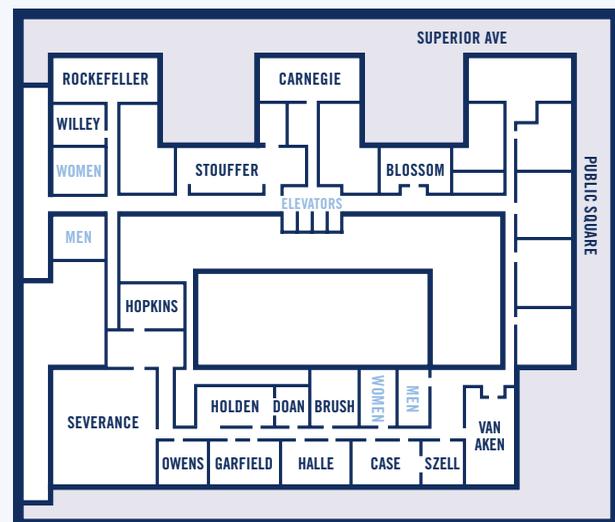
## CONTRIBUTORS TO CONFERENCE GIFT BAGS

Cleveland AFL-CIO  
 Cleveland Botanical Garden  
 Cleveland Film Society  
 Cleveland Museum of Art  
 Cleveland Museum of Natural History  
 Convention & Visitors Bureau of  
 Greater Cleveland  
 Great Lakes Science Center  
 Humphrey's Popcorn  
 Lena Fiore, Inc.  
 Museum of Contemporary  
 Art Cleveland  
 National City Bank  
 Ohio Arts Council  
 Playhouse Square Center  
 Rock and Roll Hall of Fame  
 Severance Hall  
 SPACES  
 University Circle Incorporated  
 Western Reserve Historical Society

## Renaissance Hotel Mezzanine Level, 3rd floor



## Renaissance Hotel Conference Level, 4th floor



Soldiers and Sailors Monument, 1894,  
 on Public Square. Photo: © Don Snyder

Dear Colleagues,

**Welcome to Cleveland!**

We, along with our very active committees and the whole GIA staff have been working hard to make this conference an exciting and provocative one for you. Our many cultural institutions are eager to share their excellence and innovation, and we are pleased that a remarkable number of GIA members came forward and shaped challenging member presentations and intriguing roundtable discussions. While we can't predict the weather here on America's North Coast, the foliage is generally near peak autumnal resplendence by mid-October, rivaling our neighboring states to the east. The stage setting for our dance together will be colorful. We are so glad you came. Enjoy the performance.

**Kathleen Cerveny**, The Cleveland Foundation  
**Deena Epstein**, The George Gund Foundation  
Conference Co-Chairs

**SCHEDULE AT A GLANCE PAGES 2 - 4**

**CONFERENCE PROGRAM PAGES 5 - 16**



Gateway Sports Complex, R.M. Fischer (Artist), Sport Stacks, Gateway Plaza Columns. Photo: © Don Snyder  
(top) Public Square was illuminated using an electric street lamp in 1879, invented by Charles Brush for what became General Electric. Photo: © Don Snyder  
(left) Steel mills in Cleveland. Photo: © Don Snyder

(See detailed schedule and session descriptions starting on page 5)

**Saturday, October 16**

- 7:30-11:00 a.m. Registration desk open, Renaissance Hotel, Mezzanine Level, 3rd floor
- 8:30 a.m. Grab and Go Breakfast, Registration desk
- 9:00 a.m. **Oberlin: Creative Support for Artists** pre-conference, bus departs front entrance of Renaissance Hotel, Superior Avenue
- Holmes County: Heart of Ohio's Amish Country** pre-conference, bus departs front entrance of Renaissance Hotel, Superior Avenue

**Sunday, October 17**

- 7:30 a.m. - 6:00 p.m. Registration desk open, Renaissance Hotel, Mezzanine Level, 3rd floor
- Offered all day Lakefront at Your Leisure (self-guided)
- 9:30 a.m. **Cleveland Arts at University Circle** pre-conference bus departs front entrance of Renaissance Hotel, Superior Avenue
- 2:30 p.m. **Holmes County: Heart of Ohio's Amish Country** pre-conference bus returns
- 4:00 p.m. **Oberlin: Creative Support for Artists** pre-conference bus returns
- 4:30 p.m. **Cleveland Arts at University Circle** pre-conference bus returns
- 5:00 p.m. New participants reception at Renaissance Hotel, Shuckers, Lower Lobby, 1st floor
- 6:00-8:00 p.m. Opening reception at the Artcade

**Monday, October 18**

- 7:30 a.m. - 6:00 p.m. Registration desk open, Renaissance Hotel, Mezzanine Level, 3rd floor
- 7:30 a.m. Off-site afternoon theme session tickets available, registration desk
- 7:30-9:30 a.m. Continental breakfast, Mezzanine Level, 3rd floor

**8:00-9:30 a.m. Roundtables**

- Alone at the Dance: Funding Audio Art**  
Renaissance Hotel, Garfield, 4th floor
- Creative Support for Artists: Continuing the Conversation**  
Renaissance Hotel, Owens, 4th floor
- The Impact of Latino Demographic Changes in the Arts**  
Renaissance Hotel, Holden, 4th floor
- New Developments in Cultural Research, 2003-2004**  
Renaissance Hotel, Van Aken, 4th floor
- Operating Support: Building Value and Making the Case**  
Renaissance Hotel, Brush, 4th floor
- State of the Orchestra Field**  
Renaissance Hotel, Case, 4th floor
- Giving Circles and Commissioning Clubs**  
Renaissance Hotel, Halle, 4th floor
- 9:30-10:00 a.m. Break

**10:00-11:30 a.m. Member Reports**

- Informal Arts: Culture in Everyday Lives** MORNING THEME SESSION  
Renaissance Hotel, Van Aken, 4th floor
- Alone at the Dance: Funding Audio Art** (session continued)  
Renaissance Hotel, Garfield, 4th floor
- A Compass for the New World: How Research Can Help Funders**  
Renaissance Hotel, Hopkins, 4th floor
- Community Foundation Collaborative for Creative Communities**  
Renaissance Hotel, Rockefeller Boardroom, 4th floor
- New York State Artist Workspace Consortium**  
Renaissance Hotel, Brush, 4th floor
- The Partnership for Artists in the 21st Century**  
Renaissance Hotel, Case, 4th floor
- Reading at Risk: A Survey of Literary Reading in America**  
Renaissance Hotel, Halle, 4th floor
- Who Gets to Tell the Meaning? Building Audience Enrichment**  
Renaissance Hotel, Holden, 4th floor

- 11:30 a.m. - 12:00 noon Break
- 12:00-1:45 p.m. Lunch
- Keynote: Bill Ivey**  
Renaissance Hotel, Gold Room, 3rd floor
- 1:45-2:15 p.m. Break
- 1:45 p.m. Buses begin loading for **Dancing with Schools I: The Performance**, front entrance of Renaissance Hotel, Superior Avenue
- 2:00 p.m. **Dancing with Schools I: The Performance**  
Bus departs Corlett Elementary School
- 2:00 p.m. Buses begin loading for off-site theme sessions front entrance of Renaissance Hotel, Superior Avenue
- 2:15 p.m. Off-site theme session buses depart

**2:15-6:00 p.m. Off-site theme sessions** (includes travel time)

- Building Community, Making Art**  
Cleveland Public Theatre
- Dancing through the Streets: Public Art Tour**
- Dancing with Schools I: The Performance**  
Corlett Elementary School (bus departs at 2:00 p.m.)
- Technology Tango: Digital Media and Arts**  
Cleveland Institute of Music

**2:30-4:00 p.m. On-site theme sessions**

- Beyond the Check: Strengthening Relationships between Funders and Grantees**  
Renaissance Hotel, Hopkins, 4th floor
- Finding Civility**  
Renaissance Hotel, Van Aken, 4th floor
- Public Policy Square Dance**  
Renaissance Hotel, Halle, 4th floor
- Who Needs Orchestras?**  
Renaissance Hotel, Case, 4th floor

**4:00-4:30 p.m. Break**

**4:30-6:00 p.m. On-site theme sessions**

- Finding Civility** (session continued)  
Renaissance Hotel, Van Aken, 4th floor
- Partnerships for Participation**  
Renaissance Hotel, Halle, 4th floor

7:00 p.m.	Sign-up dinners, participants meet at conference registration desk at 7:00 p.m., Mezzanine Level, 3rd floor
7:30 p.m.	Organized sign-up dinners at local restaurants

## Tuesday, October 19

7:30 a.m. - 6:00 p.m.	Registration desk open, Renaissance Hotel, Mezzanine Level, 3rd floor
7:30 a.m.	Off-site afternoon theme session tickets available, registration desk
7:30 - 9:30 a.m.	Continental breakfast, Mezzanine Level, 3rd floor

### 8:00 - 9:30 a.m. Roundtables

#### Arts, Culture and Environment: Cross-Sector Strategies for Support

Renaissance Hotel, Van Aken, 4th floor

#### Art Per Capita

Renaissance Hotel, Case, 4th floor

#### How to Go Beyond Checkbook Philanthropy

Renaissance Hotel, Garfield, 4th floor

#### National Strength and Local Tools for the Arts

Renaissance Hotel, Hopkins, 4th floor

#### Professional Development Programs and Initiatives for Visual Artists

Renaissance Hotel, Brush, 4th floor

#### What's at Stake? A Media Policy Primer for Arts Funders

Renaissance Hotel, Halle, 4th floor

#### What's Up with Literature?

Renaissance Hotel, Owens, 4th floor

9:30 - 10:00 a.m. Break

### 10:00 - 11:30 a.m. Member Reports

#### Digital Partners MORNING THEME SESSION

Renaissance Hotel, Van Aken, 4th floor

#### Acting Locally, Thinking Nationally: Meeting Local Needs with a National Program through Partnerships

Renaissance Hotel, Owens, 4th floor

#### Amplifying Our Voices: The Role of Artists and Cultural Organizations in Civic Engagement

Renaissance Hotel, Garfield, 4th floor

#### Artists Count

Renaissance Hotel, Case, 4th floor

#### At What Price Victory?: Positioning the Arts in the New Economy

Renaissance Hotel, Holden, 4th floor

#### Innovations on Stage

Renaissance Hotel, Hopkins, 4th floor

#### Is There a Case for Strategic Investment in Mid-Sized Arts Organizations?

Renaissance Hotel, Rockefeller Boardroom, 4th floor

#### Partnerships in all the Right Places: Public Value of Community Arts

Renaissance Hotel, Halle, 4th floor

#### Passing the Gift: The Art of Mentoring

Renaissance Hotel, Brush, 4th floor

Members of the Cleveland Orchestra Youth Orchestra will perform at Severance Hall on Tuesday night. Photo: Roger Mastroianni



11:30 a.m. - 12:00 noon	Break
12:00 - 1:45 p.m.	Lunch Members Meeting and <b>Keynote: Naomi Shihab Nye</b> Renaissance Hotel, Gold Room, 3rd floor
1:45 - 2:15 p.m.	Break
2:00 p.m.	Buses begin loading for off-site theme sessions front entrance of Renaissance Hotel, Superior Avenue
2:15 p.m.	Off-site theme session buses depart
2:15 - 6:00 p.m.	<b>Off-site theme sessions</b> (includes travel time)

#### Creating a Place to Dance: Artist Live/Work Space

Tower Press and Hyacinth Lofts

#### Dancing at the Ideacenter I and II

Playhouse Square and Ideacenter

#### A Sacred Dance of Art and Community

Trinity Cathedral

### 2:30 - 4:00 p.m. On-site theme sessions

#### Cultural Diplomacy: Fostering Artistic Interactions

Renaissance Hotel, Case, 4th floor

#### Dancing with Schools II — The Analysis

Renaissance Hotel, Halle, 4th floor

#### Finding Civility: A People's Dialogue

Renaissance Hotel, Van Aken, 4th floor

4:00 - 4:30 p.m. Break

### 4:30 - 6:00 p.m. On-site theme sessions

#### Finding Civility: A People's Dialogue (continued)

Renaissance Hotel, Van Aken, 4th floor

#### Going to the Global Hop: Supporting Multi-Cultural Expression

Renaissance Hotel, Case, 4th floor

#### Mergers, Alliances and Just Plain Cooperation: A Delicate but Necessary Dance

Renaissance Hotel, Halle, 4th floor

6:30 p.m.	Buses load for Severance Hall front entrance of Renaissance Hotel, Superior Avenue
6:45 p.m.	Buses depart for Severance Hall
7:00 - 10:00 p.m.	Reception at Severance Hall
9:30 - 10:00 p.m.	Staggered buses return to Renaissance Hotel

(See detailed schedule and session descriptions starting on page 5)

**Wednesday, October 20**

7:30-9:30 a.m. Continental breakfast, Mezzanine Level, 3rd floor

8:00 a.m. - 12:00 noon Registration desk open, Renaissance Hotel, Mezzanine Level, 3rd floor

8:00-9:30 a.m. **Roundtables**

**Cultural Planning and Research: The Funder's Role**

Renaissance Hotel, Halle, 4th floor

**Filling the Gap: A Continued Dialogue about the State of Dance**

Renaissance Hotel, Hopkins, 4th floor

**Funding a Vibrant Media Arts Ecology**

Renaissance Hotel, Van Aken, 4th floor

**Maximizing Partnerships: New Systems for Creating and Touring Theater**

Renaissance Hotel, Case, 4th floor

**Providing Technical Assistance to Individual Artists as an Outreach Tool**

Renaissance Hotel, Brush, 4th floor

9:30-10:00 a.m. Break

10:00-11:30 a.m. **Member reports**

**Animating Democracy: Opportunity and Challenge at the Intersection of Art and Civic Dialogue**

Renaissance Hotel, Holden, 4th floor

**Artist as Entrepreneur**

Renaissance Hotel, Case, 4th floor

**Arts at the Intersection of Science and the Environment**

Renaissance Hotel, Hopkins, 4th floor

**The Future of Independent Media**

Renaissance Hotel, Van Aken, 4th floor

**Making Data Work for You: The Cultural Policy and the Arts National Data Archive (CPANDA)**

Renaissance Hotel, Halle, 4th floor

**A New Approach to Discussing the Benefits of the Arts**

Renaissance Hotel, Garfield, 4th floor

11:30-11:45 a.m. Break

11:45 p.m. Lunch

**Keynote: Van Jones**

Renaissance Hotel, Gold Room, 3rd floor

1:15 p.m. Closing remarks, conference adjourns

**KEYNOTE SPEAKERS**



Naomi Shihab Nye



Bill Ivey



Van Jones



Cleveland Public Art's City Xpressionz Aerosol & Urban Art Festival. Photo: Friedrich Förster

(right) Louise Bourgeois Spiders, collection of the artist, courtesy of Cheim & Reid, New York. Photo: © Don Snyder

Young Audiences visual artist Wendy Mahon works with 2nd graders at Case Elementary School to create a giant "subway car" banner. Photo: ICARE



Cleveland Institute of Art. Photo: Robert Muller

**CONFERENCE PROGRAM****October 16-20, 2004**

The following schedule and speakers are subject to change.

**Saturday, October 16 — Pre-Conference****Registration desk open**

7:30 a.m. - 11:00 a.m.

Renaissance Hotel, Mezzanine Level, 3rd floor

8:30 a.m.

Grab and Go Breakfast, Registration desk

**Oberlin: Creative Support for Artists**

9:00 a.m.

Bus departs, front entrance of Renaissance Hotel, Superior Avenue

**Holmes County: Heart of Ohio's Amish Country**

9:00 a.m.

Bus departs, front entrance of Renaissance Hotel, Superior Avenue

**Sunday, October 17 — Pre-Conference****Registration desk open**

7:30 a.m. - 6:00 p.m.

Renaissance Hotel, Mezzanine Level, 3rd floor

**Lakefront at Your Leisure** (self-guided)

Offered all day, information available at Registration desk

**Cleveland Arts at University Circle**

9:30 a.m.

pre-conference bus departs, front entrance of Renaissance Hotel, Superior Avenue

**Pre-conference bus returns**

Holmes County: Amish Country

2:30 p.m. ±

**Pre-conference bus returns**

Oberlin: Creative Support for Artists

4:00 p.m. ±

**New participants reception at Renaissance Hotel**

5:00 - 5:45 p.m.

Shuckers, Lower Lobby, 1st floor

An informal reception for people new to GIA conferences, an opportunity to meet GIA board and staff members, and a time for questions.

If you signed up to be a conference mentor, or requested a mentor, this is the time to find each other.

**Opening reception at the Arcade**

6:00 - 8:00 p.m.

Arcade at Colonial Marketplace, 530 Euclid Avenue

Join your colleagues in this turn-of-the-century hotel turned art space. This Cleveland landmark has experienced a rebirth with the introduction of the Arcade Project, an assemblage of local art galleries into a space reminiscent of 19th-century Paris arcades. The galleries will be open while you mingle and reconnect with friends, enjoy hors d'oeuvres and wine, sample some jazz performed by Cleveland School of the Arts students, and keep your ears open for the talents of the nationally renowned Cleveland Poetry Slam Team. Exhibiting artists will be on hand to discuss their work and the local art scene.

Walk to the nearby (four blocks) Arcade at Colonial Marketplace. Exit the hotel through the Public Square entrance. Turn right and continue East on Euclid Avenue. Colonial Marketplace is located on the right hand side of the street, just past East 4th Street.

Looking for dinner after the reception? A list of restaurants open on Sunday evening is included in this packet and will be available at registration and at the reception.

**Monday, October 18****Registration desk open**

7:30 a.m. - 6:00 p.m.

Renaissance Hotel, Mezzanine Level, 3rd floor

**Off-site afternoon theme session tickets**

7:30 a.m.

Available at registration desk

**Continental breakfast**

7:30 - 9:30 a.m.

Mezzanine Level, 3rd floor

**ROUNDTABLE DISCUSSIONS**

8:00 - 9:30 a.m.

**Alone at the Dance: Funding Audio Art****Renaissance Hotel, Garfield, 4th floor**

*Organized by Hal Cannon, board member, Fund for Folk Culture; and Richard Cahan, program officer, Richard H. Driehaus Foundation; presented by Johanna Zorn and Julie Shapiro, Chicago Public Radio's Third Coast International Audio Festival.*

Audio and radio arts have seen tremendous energy and activity in recent years. For many young media artists, audio is accessible and has a power and intimacy that can be elusive in the film and video world. Although there are hundreds of film and video festivals throughout the world, audio festivals are rare and funding sources for this art form are just as rare. Join Chicago Public Radio's Third Coast International Audio Festival for a "listening room" session presenting some of the finest independent audio documentary work made today. Participants will also learn more about this re-emerging art form and the impact of funding audio arts. Selected pieces presented will be discussed with an emphasis on both the art of radio and amplification of art through radio.

**Creative Support for Artists: Continuing the Conversation****Renaissance Hotel, Owens, 4th floor**

*Organized by Melissa Franklin, director, Pew Fellowships in the Arts; Julie Dalgleish, program director, Bush Foundation; and Penelope Dannenberg, director of programs, New York Foundation for the Arts.*

Over the past seven years, funders concerned with artists and their needs have gotten together at pre-conference sessions. This roundtable discussion will not only provide an overview and debriefing of the Oberlin pre-conference, it will also be an opportunity to discuss ways to continue the conversation around artists within and beyond the GIA conference. In addition, we will begin to explore ways in which we can continue to gather on a more regular basis throughout the year.

Monday, October 18 continued

## The Impact of Latino Demographic Changes on the Arts

### Renaissance Hotel, Holden, 4th floor

Organized by Tomás Ybarra-Frausto, associate director, Creativity and Culture, Rockefeller Foundation; presented by María López de Leon, executive director, National Association of Latino Arts and Culture (NALAC); Abel Lopez, associate producing director, GALA Theatre and NALAC Board Member; and Rosalba Rolon, artistic director, Pregones Theater and NALAC chairperson.

Participants will engage in a national discussion that examines the impact of changing Latino demographics on the arts and cultural life of the United States. The conversation will evaluate the current structure of support for the field of Latino arts and culture and examine how funders and other arts organizations can work together with the Latino arts field to help create and promote cultural policies and practices that will adequately support the artistic and cultural expression of a growing Latino population.

## New Developments in Cultural Research, 2003-2004

### Renaissance Hotel, Van Aken, 4th floor

Organized by Marian Godfrey, director, Civic Life Initiatives, The Pew Charitable Trusts; presented by Marian Godfrey; Ben Cameron, executive director, Theatre Communications Group; Robert Lynch, president and CEO, Americans for the Arts; Michael Moore, program director, The Wallace Foundation; and Joan Shigekawa, associate director, Creativity and Culture, The Rockefeller Foundation.

This roundtable continues an ongoing discussion about policy-relevant cultural research that was begun in the mid-nineties. Although the pace of foundation investments in new research has slowed recently, a number of new reports emerging from previously funded research have been published over the past year. Some reports focus on public attitudes and public participation in the arts; others analyze how cultural policies are developed and implemented, particularly at the state level. In addition, new resources available to Americans for the Arts have allowed AFTA to significantly increase its output of data and analysis of cultural activities and cultural participation.

## Operating Support: Building Value and Making the Case

### Renaissance Hotel, Brush, 4th floor

Organized by Kelly Barsdate, director of research, policy and evaluation, National Assembly of State Arts Agencies; presented by Kelly Barsdate and Paul Brest, president, The William and Flora Hewlett Foundation.

This session will explore current thinking about general operating support grants, with an emphasis on policy issues, case-making challenges and the public value dimensions of those investments. Key discussion questions will include: Can providing operating support to arts organizations help grantmakers achieve their overarching policy goals? How might the outcomes of such grants best be measured? How can arts grantmakers make an effective case for operating support in the current funding environment? How can we articulate the public value of this grantmaking role?

## State of the Orchestra Field

### Renaissance Hotel, Case, 4th floor

Organized by Jesse Rosen, vice president and chief program officer, American Symphony Orchestra League; presented by Henry Fogel, president and CEO, American Symphony Orchestra League.

There are approximately 1,800 orchestras in America, almost every community has one. The American Symphony Orchestra League has tracked their health through a variety of indicators since its

inception in 1946. League president and CEO Henry Fogel will offer a brief overview of the field: its scope, current financial state and long term trends, audience participation, artistic state, and leadership models. Attendees will have a chance to ask questions and discuss the data and information shared by the League and its implications for the field.

## Giving Circles and Commissioning Clubs

### Renaissance Hotel, Halle, 4th floor

Organized by Linda Breneman, president and trustee, Breneman Jaech Foundation; and Heather Sherwin, Sherwick Fund; discussion participants Gloria and Fred Sewell, Sewell Family Foundation.

Giving Circles provide individuals a hands-on opportunity to collaborate with others who want to make a difference through their giving. Two examples will be offered: Gloria and Fred Sewell will share their experience with the Minnesota Commissioning Club that commissions new chamber music works. Members of Cleveland Social Venture Partners will describe their social investing, including the Near West Theater.

## Break

9:30 - 10:00 a.m.

## MEMBER REPORTS

10:00 - 11:30 a.m.

## Informal Arts: Culture in Everyday Life

### THEME SESSION

### Renaissance Hotel, Van Aken, 4th floor

Organized by Carolyn Bye, executive director, Metropolitan Regional Arts Council; and Sally Winter, Northern Ohio field representative, Ohio Arts Council; presented by Carolyn Bye; Arlynn Fishbaugh, executive director, Montana Arts Council; Sue Ann Lafferty, community development consultant, Ohio Arts Council; Diane Nance, vice president, programs, Greater Columbus Arts Council; and Joel Ratner, Cleveland Foundation.

A senior citizen play-reading group, adults performing together in a marching band, and the community quilting bee. What do these unincorporated groups have in common? Do they contribute to the public value of arts and the community? Can they help develop audiences for our theaters, orchestras, and museums? How do, or should, funders respond to the needs and the potential of these groups? This session will explore the role of informal arts groups that flourish below most funders' radar and will provide examples of funding initiatives. Research from the Chicago Center for Arts Policy and The Wallace Foundation have helped initiate this continued discussion.

## Alone at the Dance: Funding Audio Art (continued)

### Renaissance Hotel, Garfield, 4th floor

Organized by Hal Cannon, board member, Fund for Folk Culture; presented by Hal Cannon and Sunny Fischer, executive director, The Richard H. Driehaus Foundation.

During this follow-up from the morning roundtable session, panelists will discuss the state of funding as a means to address the larger philanthropic question of funding emerging art forms. For example, there is currently incredible energy and creativity behind independent audio/radio production yet very little response from foundations and other funders. How can funders best react to artistic energy in a discipline that has few advocates and little precedent? What emerging art forms are on the horizon? How do these questions apply to other art forms such as folk, ethnic, and cutting edge genres?

## A Compass for the New World: How Research Can Help Funders, Practitioners & Policymakers

### Renaissance Hotel, Hopkins, 4th floor

Organized by Ann Stone, Ph.D., evaluation officer, The Wallace Foundation; presented by Ann Stone; Alan Brown, principal, Alan S. Brown & Associates LLC; Randy Cohen, vice president, Research and Information, Americans for the Arts; and Ann McQueen, program officer, Boston Foundation.

The recent National Performing Arts Convention demonstrated there is a growing appetite for research that will help arts practitioners and policymakers clarify problems, understand issues, and implement solutions more effectively. This session is designed to help foundations become more agile in pursuing research to accomplish a variety of objectives. A panel of experienced funders and researchers will discuss a range of research projects that were commissioned for a variety of purposes. The panelists will highlight what they intended each research project to contribute, how the findings were ultimately used, and in what ways the research did or did not fulfill expectations.

## Community Foundation Collaborative for Creative Communities

### Renaissance Hotel, Rockefeller Boardroom, 4th floor

Organized by John Killacky, program officer, The San Francisco Foundation; and Diane Sanchez, program officer, East Bay Community Foundation; presented by John Killacky; Diane Sanchez; James Flavell, program officer, Marin Community Foundation; Frank Lalle, program officer, Peninsula Community Foundation; and Samuel A. Miller, president, Leveraging Investments in Creativity (LINC).

Four Bay Area community foundations working in partnership with Leveraging Investments in Creativity and the Hewlett and Irvin Foundations are collaborating to enhance support for individual artists through joint educational and commissioning programs. Learn about the partnership and related funding mechanisms. Results of a recent survey by Joan Jeffri of artists' work-related human and social service needs in the Bay Area will be presented, as an introduction to the consortium's project.

## New York State Artist Workspace Consortium

### Renaissance Hotel, Brush, 4th floor

Presented by Elizabeth Merena, director, Visual Arts, New York State Council on the Arts; Diane V. Espaldon, principal and director of consulting, LarsonAllen Public Service Group; Dusica Kirjakovic, executive director, Lower East Side Printshop; and Kerry McCarthy, project director, New York State Artist Workspace Consortium.

What role can a grantmaker play in forging meaningful collaboration among grantees? What does it take to sustain that investment over a multi-year period? What impact can true peer-to-peer exchange have on an artist-centered organization? These are just some of the questions the panel will address as it shares the lessons and a report of the New York State Artist Workspace Consortium. To date, the Consortium has defined the artist workspace field, provided technical assistance to its ten member organizations, convened capacity building meetings of board and staff, and fostered artistic exchange.

## The Partnership for Artists in the 21st Century

### Renaissance Hotel, Case, 4th floor

Organized and presented by Joan Shigekawa, associate director, Creativity & Culture, Rockefeller Foundation; Roberta Uno, program officer, Media, Arts and Culture, The Ford Foundation; James Pickman, consultant; and Susan Kenny Stevens, Ph.D., executive principal, LarsonAllen Public Service Group.

Artists embody the freedom, independence, and creativity of our nation. They are the lifeblood of our culture and of the artistic institutions we treasure. Although artists have always been an

important cultural resource offering a lens through which we recall our past, perceive the present, and envision the future, field-wide support for individual artists has remained underdeveloped. This session will present a new philanthropic initiative, the Partnership for Artists in the 21st Century. With lead gifts of \$15 million each from the Ford and Rockefeller Foundations, "PA21" seeks to substantially increase the funding and support systems for individual artists and their work. Once established, the Partnership will work through art service organizations and others to fund individual artists whose creative expression is so important to the health of society.

## Reading at Risk: A Survey of Literary Reading in America

### Renaissance Hotel, Halle, 4th floor

Organized by Mark Bauerlein, director, Office of Research & Analysis, National Endowment for the Arts; presented by Mark Bauerlein; and Keith Stephens, senior policy specialist, Office of Research & Analysis, National Endowment for the Arts.

Reading at Risk presents and compares the results from the literature segment of the Survey of Public Participation in the Arts, conducted by the US Census Bureau on behalf of the National Endowment for the Arts. The study extrapolates and interprets data on literary reading, and compares it with results from similar surveys carried out in 1982 and 1992.

This session will discuss the following findings: the percentage of adult Americans reading literature has dropped dramatically over the past 20 years; literary reading is declining across age, education levels, gender, and race with the steepest decline in the youngest age groups.

This session will present an overview of national trends. Implications for our literary culture and literacy will be discussed.

## Who Gets to Tell the Meaning?: Building Audience Enrichment

### Renaissance Hotel, Holden, 4th floor

Organized by Janet Sarbaugh, director, arts & culture programs, The Heinz Endowments; presented by Dr. Lynne Conner, principal investigator, Arts Experience Initiative, The Heinz Endowments.

The Heinz Endowment's Arts Experience Initiative asserts that what contemporary performing arts audiences most want (and most lack) is the opportunity to formulate responsible opinions about their experiences inside theaters and concert halls. Audiences seek an active voice in telling the meaning of an arts experience. This session will illustrate how and why audiences evolved from active and participatory into a largely passive and disengaged culture. An analysis of contemporary audience psychology and adult learning, and ideas for active experiences will be shared.

## Break

11:30 a.m. - 12:00 noon

## Lunch Keynote

12:00 - 1:45 p.m. Renaissance Hotel, Gold Room, 3rd floor

## Toward an Arts Intervention Model for the 21st Century — Bill Ivey

Bill Ivey is the director of the Curb Center for Art, Enterprise, and Public Policy at Vanderbilt University, and director of the Center's Arts Industries Policy Forum. He is a senior fellow at the Center for Arts & Culture, and is chair of the federally-chartered National Recording Preservation Foundation, which is affiliated with the Library of Congress.

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Monday, October 18 continued

Ivey served as chairman of the National Endowment for the Arts under the Clinton-Gore administration and is credited with restoring Congressional confidence in the NEA. His Challenge America Initiative has garnered more than \$25 million in new Congressional appropriations for the Endowment to date.

Prior to government service, Ivey was director of the Country Music Foundation, a research institution dedicated to the preservation of American folk and popular music, which houses the Country Music Hall of Fame.

Ivey served as board chairman of the National Academy of Recording Arts and Sciences. He holds degrees in History, Folklore, and Ethnomusicology, and a number of honorary doctorates. Ivey is a four-time Grammy Award nominee (Best Album Notes category), and is the author of numerous articles on cultural policy, folk, and popular music. He is currently at work on a book about America's endangered 20th century cultural heritage.

**Break**

1:45 - 2:15 p.m.

**Dancing with Schools I: The Performance, bus begins loading for 2:00 p.m. departure**

1:45 p.m.

The bus for this theme session will depart fifteen minutes earlier than the other off-site theme sessions. Bus loads at the front entrance of the Renaissance Hotel, Superior Street

**Bus departs Dancing with Schools I: The Performance**

2:00 p.m.

Corlett Elementary School

**Buses begin loading for off-site theme sessions**

2:00 p.m.

front entrance of Renaissance Hotel, Superior Avenue

A number of afternoon theme sessions will take place off-site at arts institutions around Cleveland and will require a shuttle bus ride. Space at each session is limited. To avoid overbooking, tickets are required for all off-site afternoon theme sessions. Tickets are available at the registration desk at 7:30 a.m. each day for afternoon sessions that day. When tickets for a session are gone, the session is full.

**Dancing with Schools I: The Performance 2:00 - 5:00 p.m.**

**OFF-SITE: Corlett Elementary School**

*Designed by Deena Epstein, senior program officer, The George Gund Foundation; and Emily Davidson, director of ICARE, Young Audiences; presented by Emily Davidson; Karen Clark-Keys, ICARE and professional development administrator, Department of Arts Education, Cleveland Municipal School District; Wendy Mahon, visual artist; Kevin Richards, executive director, Roots of American Music.*

Dancers teaching science lessons about simple machines, jazz musicians helping children learn to read, artists using tapestries to explain population migrations. These are just a few of the ways artists are working with Cleveland teachers and students as part of the Initiative for Cultural Arts in Education (ICARE) program. Participants will visit an ICARE school, observe arts integration in action, and hear from artists, teachers, and ICARE staff about the successes and challenges of working in partnership. Findings from a recently completed evaluation will be shared.

**Off-site theme session buses depart**

2:15 p.m.

front entrance of Renaissance Hotel, Superior Avenue

Artist Rha Goddess will take part in the session Amplifying Our Voices: The Role of Artists and Cultural Organizations in Civic Engagement at 10:00 a.m. on Tuesday.



**OFF-SITE THEME SESSIONS**

2:15 - 6:00 p.m.  
(includes travel time)

**Building Community, Making Art**

**OFF-SITE: Cleveland Public Theatre**

*Designed by Janet Narten, executive director, Abington and Bruening Foundations; presented by James Levine, founder, Cleveland Public Theatre, director, Gordon Square Cultural Arts District, director, Cleveland Festival of Arts, Culture and Technology; Stephanie Morrison-Hrbek, executive director, Near West Theater; Nanci McCormack, community resident; Jeffrey Ramsey, executive director, Detroit Shoreway Community Development Organization; and Matthew Zone, councilman.*

Located in a multiethnic neighborhood in the midst of economic upturn, Cleveland Public Theatre (CPT) has grown from a small, fringe theater to a vital performing arts organization that anchors an emerging arts district and serves as a venue for performance artists and arts organizations.

Panelists will discuss the unique partnership between CPT, small cultural organizations, and a local community development corporation to secure funding from the state capital budget. Participants will view scenes from the latest production by Y Haven, CPT's outreach program for men in recovery.

**Dancing through the Streets**

ends at 4:30 p.m.

**OFF-SITE: Tour of Cleveland Public Art**

*Designed by Deena Epstein, senior program officer, The George Gund Foundation; presented by Greg Peckham, acting director, Cleveland Public Art; and Nicole McGovern, development director, Cleveland Public Art*

A water sculpture by Maya Lin, science experiments as art, a massive bright pink rubber stamp, and a surprise at the ballpark are all part of this public art tour. Cleveland Public Art (CPA) has transformed the city with its mission to seek opportunities and partnerships where artists can be catalysts in improving the community. CPA leads this public art tour that extends beyond murals and outdoor sculpture.

**The Technology Tango: Digital Media & the Arts**

(follow-up discussion on Tuesday morning)

**OFF-SITE: Cleveland Institute of Music**

*Designed by Kathleen Cerveny, senior program officer, Cleveland Foundation; presented by representatives of Cleveland Institute of Music, Cleveland Institute of Art, Cleveland Museum of Art, Case Western Reserve University and Manhattan School of Music.*

A number of Cleveland institutions have pioneered exciting programs that integrate the fine and performing arts with technology. This session features several demonstrations of these cutting edge projects. The Cleveland Institute of Music utilizes the high-speed Internet2 network to demonstrate a conservatory without walls, a high level, real-time chamber music master class with the Cavani Quartet. The Cleveland Museum of Art will address important applications such as VR/3D interaction, handheld devices, the use of audio, distance learning, web, and other new approaches to tour

preparation. Case Western Reserve University will present its vision for a “National Institute for Advanced Network Applications in the Arts.” This global center, a partnership with the Internet2 consortium and Cleveland’s leading arts organizations, would support local, national, and international multi-institutional and trans-disciplinary collaborations in the arts. The Cleveland Institute of Art will offer two works created by students in its Technology and Integrated Media Environment Program. TIME is an interactive, multi-player avatar “game” that allows 40 students at a time to explore the Egyptian collections at the Cleveland Museum of Art and a straight, web-based art piece that raises important questions about art, authorship, property rights and support. There may be limited time for discussion, so a follow-up session, Digital Partners, focused on the challenges of funding new media arts will take place Tuesday morning at the hotel.

## ON-SITE THEME SESSIONS

2:30 - 4:00p.m.

### Beyond the Check: Strengthening Relationships Between Funders & Grantees

*Renaissance Hotel, Hopkins, 4th floor*

*Designed by Beth Feldman Brandt, executive director, Stockton Rush Bartol Foundation; discussion participation by Marie Connolly, program assistant, The Wallace Foundation; and Carol A. Kratz, program officer, Virginia G. Piper Charitable Trust.*

From small foundations with few financial resources to larger foundations with driving funding objectives, many funders are looking at how to increase the impact of their philanthropy by working directly with grantees through research, convening, technical assistance, and assessment initiatives.

Following up on GIA’s first phone forum, this session will investigate ways to strengthen the relationship with grantees, including the use of resources, the balance (or imbalance) of power, and meeting disparate objectives. Successful approaches and potential pitfalls will be highlighted, followed by a discussion of the ethics and logistics of a broader definition of support.

### Finding Civility

Begins 2:30 - 4:00 p.m. and continues at 4:30 - 6:00 p.m.

*Renaissance Hotel, Van Aken, 4th floor*

*Designed by Hal Cannon, board member, Fund for Folk Culture; Anne Focke, executive director, Grantmakers in the Arts; and Michael Moore, director of arts programs, The Wallace Foundation; discussion with Bill Ivey, director, Curb Center for Art, Enterprise, and Public Policy at Vanderbilt University; and Tony Kahn, radio journalist (WGBH, Boston).*

This interactive session will explore the cultural landscape in the US and will provide a forum for examining what democracy means in this country today. Radio journalist Tony Kahn will present stories and personal observations drawn from people’s daily lives. Bill Ivey joins Kahn for a discussion of how artistic expression, arts enjoyment, and arts discourse has gone beyond the traditional nonprofit definitions that have shaped the work of grantmakers, as well as the obstacles and opportunities presented by this broadened cultural landscape.

In a follow-up discussion on Tuesday, artist and playwright Marty Pottenger will lead an arts-based dialogue with music by Terry Dame that focuses on the meaning of citizenship, identity, and patriotism in United States today. David Bergholz and Claudine Brown join in for a wrap-up discussion exploring themes from the *Finding Civility* series.

## The Public Policy Square Dance

*Renaissance Hotel, Halle, 4th floor*

*Designed by Tom Schorgl, president and CEO, Community Partnership for Arts and Culture; presented by Tom Schorgl; Kinshasha Holman Conwill, arts, museum and management consultant; and Wayne Lawson, Ph.D., executive director, Ohio Arts Council.*

The square dance is an apt metaphor to describe the many complex steps and actions leading to good arts public policy. Panelists will discuss the strategies and tactics used to develop arts public policy from statewide (Ohio), municipal (New York City) and regional (Northeast Ohio) perspectives. Learn about the do-si-do and do-si-don’ts of public policy.

## Who Needs Orchestras?

*Renaissance Hotel, Case, 4th floor*

*Organized and moderated by Jesse Rosen, vice president and chief program officer, American Symphony Orchestra League; presented by John Forsythe, president and executive director, Pacific Symphony Orchestra; Hampton Mallory, cellist, Pittsburgh Symphony Orchestra; and Penelope McPhee, president, Arthur M. Blank Family Foundation.*

This past June the American Symphony Orchestra League partnered with the Columbia School of Journalism’s Fred Friendly Seminars to produce “Who Needs Orchestras?” the centerpiece session of its 2004 National Conference. The seminar focused on the relationship of the orchestra to the community and started with the assumption that US orchestras are perceived to be in trouble and to be playing an increasingly marginalized role in our nation’s cultural life. The panel explored the tensions around changing audience demographics and tastes; traditional artistic leadership roles and imperatives; preserving the canon and growing the art form; the role of musicians in governance; and the demand to update the concert experience while remaining true to the art form.

Panelists will pick up where this previous seminar leaves off, relying on excerpts from the edited seminar videotape to bring participants up to speed. The session will address how orchestras are dealing with their current challenges and consider the impact of recent investments in the field, such as the Knight Foundation’s “Magic of Music,” the Andrew W. Mellon Foundation’s “Orchestra Forum,” and the League’s Orchestra Leadership Academy.

## Break

4:00 - 4:30 p.m.

## ON-SITE THEME SESSIONS

4:30 - 6:00 p.m.

### Finding Civility

Continues from 2:30 - 4:00 p.m. session

*Renaissance Hotel, Van Aken, 4th floor*

## Partnerships for Participation

*Renaissance Hotel, Halle, 4th floor*

*Organized by Rory MacPherson, senior program officer, The Wallace Foundation; presented by Rory MacPherson; Robert Booker, executive director, Minnesota State Arts Board; Larry Coppard, Ph.D., senior consultant, Community Foundation for Southeastern Michigan; Katherine Freshley, program officer, Meyer Foundation; Francie Ostrower, senior research associate, Urban Institute.*

In pursuit of fostering participation in the arts, foundations often encourage and sometimes even require arts organizations to collaborate with other organizations in their communities. Yet, research shows that successful partnerships are a challenge to design and manage. As part of a recently concluded initiative, the

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Monday, October 18 continued—Tuesday, October 19 begins

Wallace Foundation enlisted the Urban Institute to gather lessons on the promise and perils of partnerships, resulting in a publication entitled “Cultural Collaborations: Building Partnerships for Arts Participation.” This session will highlight some of the synergies and challenges that were uncovered and will reflect on how foundations can effectively support partnerships. Panelists will provide insights on various programs such as Leadership and Excellence in Arts Participation (LEAP), Community Partnerships for Cultural Participation (CPCP), State Arts Partnerships for Cultural Participation (START), and other collaborative efforts that demonstrate lessons for effective partnerships.

**Sign-up dinners**

7:00 p.m.

Participants meet at registration desk, Mezzanine Level, 3rd floor

**Organized sign-up dinners at local restaurants**

7:30 p.m.

Monday is “dinner on your own” night. We have made reservations for groups of eight at an eclectic mix of Cleveland restaurants. Join local host committee members, happy to discuss the Cleveland arts scene. You can propose a topic for discussion, or just go out for a relaxed dinner with some new colleagues. Sign up for dinners at the conference registration desk.

**Tuesday, October 19**

**Registration desk open**

7:30 a.m. - 6:00 p.m.

Mezzanine Level, 3rd floor

**Off-site afternoon theme session tickets**

7:30 a.m.

Available at registration desk

**Continental breakfast**

7:30 - 9:30 a.m.

Mezzanine Level, 3rd floor

**ROUNDTABLE DISCUSSIONS**

8:00 - 9:30 a.m.

**Arts, Culture, and Environment: Cross-Sector Strategies for Support**

*Renaissance Hotel, Van Aken, 4th floor*

*Organized and presented by Nancy Fushan, program officer, Bush Foundation; and Betsy Peterson, executive director, The Fund for Folk Culture.*

The lines between arts and environmental grantmaking often are sharply drawn. In the life of thriving communities, these two areas are integrally linked. This roundtable provides a chance to discuss grantmaking strategies and approaches for community-building through the integration of arts and environment. There will be opportunities to share information about new local, regional, and national models, and partnerships that are bringing together the arts and environment sectors. Participants will brainstorm ways that GIA members can increase and strengthen connections with colleagues who specialize in support to further cross-sector work. This session complements Wednesday’s member report.



The Flats, Cleveland. Photo: © Don Snyder

**Art Per Capita**

*Renaissance Hotel, Case, 4th floor*

*Organized by Claire Peeps, executive director, Durfee Foundation; Pamela Gregg, director of programs, Arts and Conservation, Flintridge Foundation; Angie Kim, program officer, Flintridge Foundation; and Joe Rauch-Smoke, director of grant programs, City of Los Angeles, Cultural Affairs Department.*

How much art is not enough? Can we generate a formula for use by city planners to gauge the amount of art per capita and develop a baseline for a healthy community? The green space movement has a formula for how many square feet of public park land are required per capita in an urban environment. Could there be something comparable in the arts? If so, what measures would we use? How would we go about enacting such a formula as policy? What research already exists to support the building of this argument? We invite colleagues from around the country who are gathering research and/or making progress along this front in their municipalities to share their data, strategies, and lessons learned with others.

**How to Go Beyond Checkbook Philanthropy**

*Renaissance Hotel, Garfield, 4th floor*

*Organized by Linda Breneman, president and trustee, Breneman Jaech Foundation; and Heather Sherwin, Sherwick Fund; discussion participation by Douglas Bauer, vice president, Rockefeller Philanthropy Advisors; John Kreidler, executive director, Cultural Initiatives Silicon Valley; John Killacky, program officer, Arts & Culture, San Francisco Foundation.*

How can individual donors be more effective with their philanthropy? Does individual philanthropy differ from institutional philanthropy in its support of the core purpose of arts organizations? Individual donors and second- and third-generation family funders are invited to join a discussion of these and other topics on your minds.

**National Strength and Local Tools for the Arts**

*Renaissance Hotel, Hopkins, 4th floor*

*Organized and presented by Robert Lynch, president and CEO, Americans for the Arts.*

Americans for the Arts, with the advice of its members, stake holders, and strategic partners like GIA has developed a five-year plan designed to advance citizen access and involvement in the arts and significantly enhance public and private support for the arts and arts education. Bob Lynch will share these plans and discuss ideas and opportunities.

**Professional Development Programs and Initiatives for Visual Artists**

*Renaissance Hotel, Brush, 4th floor*

*Organized and presented by Nicole E. Chevalier, program officer, Emily Hall Tremain Foundation.*

This interactive discussion will give participants an opportunity to share information about their current and potential organizational initiatives with regard to professional development programs for

visual artists. Participants are encouraged to identify obstacles and share lessons learned.

The discussion will begin with a brief presentation about the Emily Hall Tremain Foundation Marketplace Empowerment for Artists program and the organizations funded through the program, which addresses the issue of professional development practices and services for artists.

### What's at Stake? A Media Policy Primer for Arts Funders

#### Renaissance Hotel, Halle, 4th floor

Organized by Helen Brunner, program consultant, Albert A. List Foundation; David Haas, chair, Steering Committee, Grantmakers in Film and Electronic Media; Karen Helmersen, director, NYSCA Electronic Media and Film Program; and Karen Menichelli, vice president, Benton Foundation; presented by the aforementioned and Josh Silver, managing director, Free Press.

Artists and cultural organizations depend on an accessible and diverse media environment to promote, distribute, and engage the public in critical discourse about their work. The rapidly changing technological and regulatory environment creates both opportunities and challenges for artists and arts groups. This roundtable will provide an opportunity to discuss pressing policy issues in the current media landscape with media policy funders and one of the leading activists in the field. The focus of the discussion will be on constructive ways for arts groups to protect and promote their interests by engaging in the current media policy debates.

### What's Up with Literature?

#### Renaissance Hotel, Owens, 4th floor

Organized by Jonathan Katz, CEO, National Assembly of State Arts Agencies (NASAA); and Tree Swenson, executive director, The Academy of American Poets.

The publication by the NEA of Reading at Risk: A Survey of Literary Reading in America creates a public moment to examine the actual and ideal states of literary participation. Referring to the findings of this study and the Monday member report as a point of departure, this session will discuss a range of topics from what is and should be considered "literary" to what issues and goals related to literary activity should be of most importance to grantmakers.

### Break

9:30 - 10:00 a.m.

### MEMBER REPORTS

10:00 - 11:30 a.m.

### Digital Partners MORNING THEME SESSION

#### Renaissance Hotel, Van Aken, 4th floor

Designed by Kathleen Cerveny, senior program officer, The Cleveland Foundation; presented by Mark George, director of distance learning Cleveland Institute of Music; Ann Doyle, program manager, Arts and Humanities, Internet2; Jurgen Faust, dean of integrated media, Cleveland Institute of Art; Tom Knab, chief information officer for the College of Arts and Sciences and Mark Turner, dean of the College of Arts and Sciences, Case Western Reserve University; and Leonard Steinbach, chief information officer, Cleveland Museum of Art; moderated by Cynthia Gehrig, president, Jerome Foundation.

A follow-up to "The Technology Tango" session, this panel will discuss how some funders are finding a comfort zone around supporting technology and media projects. Representatives from the local institutions highlighted in Monday's session, representatives from Internet2, plus other interested and involved grantmakers will talk about issues funders may have and the unique opportunities such projects present. The format is intended to be more of a roundtable discussion than a presentation.

### Acting Locally, Thinking Nationally: Meeting Local Needs with a National Program through Partnerships

#### Renaissance Hotel, Owens, 4th floor

Presented and organized by Susan McCalmont, executive director, Kirkpatrick Foundation; and Russell Willis Taylor, president, National Arts Strategies (NAS).

NAS partners with communities to help create leadership development programs that address both national and local issues. This process is most effective when NAS works with a local partner who understands the particular and unique role the arts play within their region. This creates a positive and symbiotic relationship: the local partner benefits from having an 'honest broker' outside the community—one often able to introduce new intellectual capital more effectively than would be possible from a community stakeholder. In Oklahoma City, NAS has partnered with the Kirkpatrick Foundation to candidly assess the needs of arts organizations both large and small, serving a diverse community in the middle of America. The national model provided by NAS was reshaped in collaboration with local partners. Panelists will speak to the evolution of this partnership, addressing questions from attendees concerning both the challenges and successes encountered and earned.

### Amplifying Our Voices: The Role of Artists and Cultural Organizations in Civic Engagement

#### Renaissance Hotel, Garfield, 4th floor

Organized by Claudine Brown, program director, Arts and Culture, Nathan Cummings Foundation; and Helen Brunner, program consultant, Albert A. List Foundation; presented by Caron Atlas, consultant, National Voice; Rha Goddess, 1+1+1=ONE; and Mark Ritchie, national coordinator, National Voice.

Artists and cultural organizations sometimes serve communities by providing forums to explore the community's concerns, often stimulating discussion about issues and action for change. The upcoming election has served as a catalyst for organizing in many communities that are often disenfranchised and alienated from the voting process. These communities include youth, people of color, former prison inmates, immigrants, temporary workers, and individuals with low incomes. Some artists and cultural organizations across the country are actively participating in this organizing effort, encouraging participation in the upcoming election and building relationships for coalition work and stronger communities in the future. This session will explore such initiatives.

### Artists Count

#### Renaissance Hotel, Case, 4th floor

Organized by Samuel A. Miller, president, Levering Investments in Creativity (LINC); and Holly Sidford, founding president, advisor, LINC; presented by Doug DeNatale, president, Cultural Logic, Inc; and Maria-Rosario Jackson, Ph.D., senior research associate and director, Culture, Creativity and Communities Program, Urban Institute.

LINC is leading a national effort to develop more comprehensive resources of information about artists, including databases of reliable information on the numbers and kinds of artists in different states and metropolitan areas, the financial and other resources available (or unavailable) to assist their work, and the benefits that artists contribute to the social, cultural, economic and other dimensions of community life. This presentation will build on and extend many previous GIA conference sessions focused on artists' support and a series of reports on the Urban Institute's Investing in Creativity Study. This session will review LINC's plans for this national initiative, and early results of innovative data-mining and analysis.

Tuesday, October 19 continued

## At What Price Victory?: Positioning the Arts in the New Economy

*Renaissance Hotel, Holden, 4th floor*

Organized by Myra Millinger, president & CEO, Maricopa Partnership for Arts and Culture; presented by Myra Millinger, Ben Cameron, executive director, Theatre Communications Group, Inc., Shelley Cohn, executive director, Arizona Commission on the Arts, John Kreidler, executive director, Cultural Initiatives Silicon Valley.

The proliferation of metro initiatives linking arts and culture to regional economic growth and competitive advantage pose increasing threats and trade-offs along with substantial potential for gain. Can successful campaigns for dedicated funds complement and not imperil public support for state and local arts commissions? Can rapidly churning urban areas provide the “urban authenticity” Richard Florida suggests is needed to attract creative workers? Can we really compete with the mapping of the human genome for attention at the economic development head table? Is the instrumental value of the arts the message of resonance, and at what cost to the articulation of intrinsic value?

## Innovations On Stage

*Renaissance Hotel, Hopkins, 4th floor*

Organized by Liz Sklaroff, program officer, John S. and James L. Knight Foundation; presented by Alan Brown, principal, Alan S. Brown & Associates; Aaron Dworkin, president, Sphinx Organization; Howard Herring, president and CEO, New World Symphony; and Murry Sidlin, conductor.

More and more orchestras are experimenting with new concert formats and enhancements that make classical music relevant to a wider audience. This session will focus on program innovations in the orchestra field and the critical role of funders in stimulating and reinforcing innovation. Alan Brown, who directed the Classical Music Consumer Segmentation Study for Knight Foundation, will open the session with a summary of consumer trends affecting demand for classical concerts. Participants will share examples of new concert formats and concert enhancements, including contextual programming, dramatization of music, visual enhancements and interpretative aids. The second half of the session will allow for participant discussion and interaction with panelists. Do these new concert enhancements add up to an important shift in programming direction? Should innovation be a priority for orchestras and their funders? How can funders most effectively sew the seeds of innovation?

## Is there a Case for Strategic Investment in Mid-Sized Arts Organizations? An Assessment of the Bush Foundation’s Regional Arts Development Program

*Renaissance Hotel, Rockefeller Boardroom, 4th floor*

Organized by Nancy Fushan, program officer, Bush Foundation; presented by Gayle Ober, executive director, Dale Warland Singers; Susan Moore, consultant, LarsonAllen Public Service Group; and Laurel Reuter, director, North Dakota Museum of Art.

Mid-sized arts organizations play a pivotal role in the ecology of the cultural sector. They nurture the creation of new work, provide artistic research and development, serve as the training ground for young artistic and administrative talent, and often anchor arts organizations in smaller metropolitan and rural areas. Yet they have few foundation sources for sustained support. National research indicates that this sector has become particularly fragile. What is the rationale and payoff for a foundation’s long-term investment in mid-sized organizations? The Bush Foundation is in the final phase of a major commitment of strategic operating support to twenty-one



Cleveland Institute of Art.  
Photo: Robert Muller

high performing and high potential mid-sized arts organizations in Minnesota, North Dakota and South Dakota. This session will present findings from an eight-year evaluation of the Regional Arts Development Program, participant case histories, lessons learned, and future directions.

## Partnerships in all the Right Places: The Public Value of Community Arts

*Renaissance Hotel, Halle, 4th floor*

Organized by Tim Katz, director, Community Arts Education, Greater Columbus Arts Council; presented by Tim Katz; Julia Arbini-Carbonell, president and CEO, Ohio Hispanic Coalition; Kay Bouyack, administrative director, Southern Ohio Museum; Sue Anne Lafferty-Holzworth, Ph.D., community development consultant, Ohio Arts Council; James Stowe, executive director, City of Columbus Community Relations Office; and Pegi Wilkes, performing arts curator, Southern Ohio Museum.

START funding from the Wallace Foundation and savvy leadership from the Ohio Arts Council resulted in five Ohio projects that made a difference in relationships between funders and arts providers, broadening and deepening public participation in the arts and validating the public value of community-based arts. Two project sponsors will discuss outcomes.

The Greater Columbus Arts Council (GCAC) created ARTS CLASSifieds, a free, searchable, online directory of over 360 organizations offering community arts education programs. GCAC also launched a new grants program, Franklin County Neighborhood Arts, to assist community organizations across all sectors with public projects involving fine and performing arts. The Southern Ohio Museum in Portsmouth developed a Circus D’Arts Program, reaching 16,000 people in and around the small community in Southeastern Ohio. More than teaching acrobatics, ballet, modern interpretative dance, jazz, tap, adagio routines or traditional circus arts skills, the program helps to develop “life skills” in participants.

## Passing the Gift: The Art of Mentoring

*Renaissance Hotel, Brush, 4th floor*

Organized by Frances Phillips, senior program officer, Walter and Elise Haas Fund; and Amy Kitchener, executive director, Alliance for California Traditional Arts; presented by Amy Kitchener; Claude Elliott, program officer, The Rhode Island Foundation; Claire Peeps, executive director, The Durfee Foundation; Randy Rollison, producing artistic director, Cleveland Public Theatre; and Sophiline Cheam Shapiro, artistic director, Khmer Arts Academy.

Mentorship can mean many things: a means of passing down a fine craft or perpetuating a trade, a way of modeling professional behavior for a young person, a mode of leadership transfer, a lifelong relationship between a teacher and a protégé. Presenters will share lessons from an array of mentorship programs designed to advance both artistic practice and administrative skills of adults and young people. The session will include discussion of how mentorship works in different fields; the challenges inherent in mentoring; and effective grant models for supporting mentorship.

**Break**

11:30 a.m. - 12:00 noon

**Member Meeting and Lunch Keynote**

12:00 - 1:45 p.m.

Renaissance Hotel, Gold Room, 3rd floor

**The Whole Day as a Dance Floor  
— Naomi Shihab Nye**

Literary artist Naomi Shihab Nye was born to a Palestinian father and an American mother, and grew up in St. Louis, Jerusalem, and San Antonio. Drawing on her ethnic heritage, the cultural diversity of her Texas home, and experiences traveling in Asia and the Middle East, Nye uses her writing to attest to our shared humanity. Her books include *19 Varieties of Gazelle: Poems of the Middle East*, *Fuel* (poems), *Never in a Hurry* (a collection of essays); and *Habibi* (a novel for young readers).

A Lannan Fellow, Nye was also a Guggenheim Fellow, and a Wittner Bynner Fellow. She has received a Lavan Award from the Academy of American Poets, four Pushcart Prizes, and numerous awards and citations for her children's literature including two Jane Addams Children's Book Awards.

She is a regular columnist for *Organica* and poetry editor for *The Texas Observer*. Her work has been presented on NPR's *A Prairie Home Companion* and *The Writer's Almanac*. She has also been featured on PBS's *The Language of Life with Bill Moyers*, *The United States of Poetry*, and *NOW with Bill Moyers*.

Nye lives in San Antonio with her husband, photographer Michael Nye, and their teenage son.

**Break**

1:45 - 2:15 p.m.

**Buses begin loading for off-site theme sessions**

2:00 p.m.

front entrance of Renaissance Hotel, Superior Avenue

A number of afternoon theme sessions will take place off-site at arts institutions around Cleveland and will require a shuttle bus ride. Space at each session is limited. To avoid overbooking, tickets are required for all off-site afternoon theme sessions. Tickets are available at the registration desk at 7:30 a.m. each day for afternoon sessions that day. When tickets for a session are gone, the session is full.

**Off-site theme session buses depart**

2:15 p.m.

front entrance of Renaissance Hotel, Superior Avenue

**OFF-SITE THEME SESSIONS**

2:15 - 6:00 p.m. (includes travel time)

**Creating a Place to Dance:  
Artist Live/Work Spaces****OFF-SITE: Tower Press and Hyacinth Lofts**

Designed by Tom Schorgl, president and CEO, Community Partnership for Art and Culture; presented by Tom Schorgl; David M. Perkowski, managing member, Tower Press, Ltd.

Cleveland recently passed an artist live/work space ordinance and two turn-of-the-century, industrial buildings have just been renovated for this purpose. Tower Press, Cleveland's first legally zoned, live/work loft space, has apartments set aside for visual artists. Recently placed on the National Register of Historic Places, Hyacinth Lofts offers great resources to performers including communal rehearsal

space and sound studios in a number of the apartments. Participants will tour these properties, hear how the ordinance was created, and learn about the creative financing packages.

**Dancing at the Ideacenter I & II****OFF-SITE: Playhouse Square and Ideacenter**

Designed by Allan J. Zambie, executive vice president, John P. Murphy Foundation; presented by Art Falco, president and CEO, Playhouse Square Center; and Kathryn Jensen, chief operating officer, ideastream.

Visit the soon-to-be-completed Ideacenter, a unique collaboration between *ideastream* (created by the recent merger of WCPN-Radio and WVIZ-TV, Cleveland's public radio and television stations) and Playhouse Square Center (PHS), the second largest performing arts complex in the country. Representatives will discuss joint programming and how *ideastream* and PHS education departments will use the shared space. One breakout session will focus on the merger that created *ideastream* and its multiplatform strategy. The second breakout session will focus on the roles PHS has played as an economic development agent, followed by a tour of renovated and restored 1920s theaters.

**A Sacred Dance of Art and Community****OFF-SITE: Trinity Cathedral**

Designed by Neal Cuthbert, program director, McKnight Foundation; and Sally Winter, Northern Ohio field representative, Ohio Arts Council; presented by The Very Reverend Tracey Lind, Dean, Trinity Cathedral; Daniel Hathaway, artistic director of music and performing arts and canon for music and worship at Trinity Cathedral; RaSheryl McCreary, director, The Living Legacy Project; and John Nuechterlein, president/CEO, American Composers Forum.

Trinity Cathedral, in the heart of downtown Cleveland, has embraced the arts as central to its mission of community engagement and service. Join us for a discussion of how faith-based organizations are using the arts within their ministries and how both art and spiritual missions are advanced. Participants will tour the cathedral's art gallery and hear contemporary spirituals commissioned by the Composers Forum of Minneapolis. Trinity Cathedral's artist-in-residence, RaSheryl McCreary, will perform an excerpt from a theatrical performance produced in collaboration with teen mothers.

**ON-SITE THEME SESSIONS**

2:30 - 4:00 p.m.

**Cultural Diplomacy:  
Fostering Artistic Interactions****Renaissance Hotel, Case, 4th floor**

Organized by Olga Garay, program director for the arts, Doris Duke Charitable Foundation; and Jeanne Butler, senior advisor, Creative Capital; presented by Patricia Gray, Ph.D., artistic director and pianist, National Musical Arts; Lea Perez, director, US Department of State; András Szántó, Ph.D., director, National Arts Journalism Program, Columbia University, Graduate School of Journalism; and Noreen Tomassi, president, Arts International, Inc.; moderated by Claire Fronville, acting president, Center for Arts and Culture.

Foreign perceptions of United States' values and policies have changed markedly in the post-9/11 world. The use of US "soft power" has been ardently debated of late, and the role of art and culture could figure prominently in changing external perceptions. Cultural diplomacy, historically defined as "the exchange of ideas, information, art, and other aspects of culture among nations and their peoples to foster mutual understanding," will be explored from four points of view: the artistic viewpoint will look at the importance of cultural diplomacy for multicultural understanding through the arts; the policy viewpoint will consider government and non-governmental

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Tuesday, October 19 continued—Wednesday, October 20 begins

agents as cultural ambassadors; research (commissioned by the Center for Arts and Culture) reveals a perspective to understand impact; and the funding viewpoint will examine how philanthropy should play a critical role on this international stage and explore benchmarks for good funding practices.

**Dancing with Schools II: The Analysis**

*Renaissance Hotel, Halle, 4th floor*

*Designed by Deena Epstein, senior program officer, The George Gund Foundation; a conversation with Rob Horowitz, associate director, Center for Arts Education Research at Teachers College, Columbia University; and Nick Rabkin, director, Chicago Center for Arts Policy.*

There is growing recognition that arts education is beneficial for children and can play a role in school reform efforts. But what about arts education makes the most difference for children? Should we simply be teaching the various disciplines or should the arts be integrated with other academic subjects? What role should community arts organizations play? What level of exposure makes a difference? We will hear from researchers who have recently completed work that answers some of these questions.

**Finding Civility: A People’s Dialogue**

Begins 2:30 - 4:00 p.m. and continues 4:30 - 6:00 p.m. (also see Monday’s description on page 9)

*Renaissance Hotel, Van Aken, 4th floor*

*Designed by Hal Cannon, board member, Fund for Folk Culture; Anne Focke, executive director, Grantmakers in the Arts; and Michael Moore, director of arts programs, The Wallace Foundation; discussion with David Bergholz, former executive director, The George Gund Foundation; Claudine Brown, program director, Arts & Culture; Marty Pottenger, artist, playwright, Abundance; and Terry Dame, musician, Damemusic.*

This interactive session will build on Monday’s session. Artist/playwright Marty Pottenger will lead an arts-based dialogue focusing on the meaning of citizenship, identity and patriotism in America today. The war in Iraq and the ongoing “War on Terrorism” stir mixed emotions about patriotism and identity as a US citizen yet there are few forums to share such feelings. Beginning with “America the Beautiful” as arranged and performed by Terry Dame, this session offers the opportunity to explore some of the challenges of citizenship. David Bergholz and Claudine Brown join Pottenger and Dame for a wrap-up discussion exploring themes emerging from the *Finding Civility* series.

**Break**

4:00 - 4:30 p.m.

**ON-SITE THEME SESSIONS**

4:30 - 6:00 p.m.

**Finding Civility: A People’s Dialogue**

Continues from 2:30 - 4:00 p.m. session, see description above

*Renaissance Hotel, Van Aken, 4th floor*

**Going to the Global Hop: Supporting Multi-Cultural Expression**

*Renaissance Hotel, Case, 4th floor*

*Designed by Betsy Peterson, executive director, The Fund for Folk Culture; and Sandra Smith, community research & grants management officer, The Columbus Foundation; presented by Betsy Peterson; Sam Miller, president, Leveraging Investments in Creativity; Sophiline Cheam Shapiro, artistic director, Khmer Arts Academy; and Tomás Ybarra-Frausto, director, Creativity and Culture, Rockefeller Foundation.*

Mass migration and population displacement, technological change, and the globalization of commerce are all forces contributing to the



Artist Sophiline Cheam Shapiro will take part in the session Going to the Global Hop: Supporting Multi-Cultural Expression at 4:30 p.m. on Tuesday. Photo: Ann Johansson.

changing face of our communities. Such forces require funders to question accepted definitions of minority, multicultural, or international arts. How do funders effectively support increasingly diverse and unfamiliar cultural activity in our communities? How do we address conflicting definitions of quality and authenticity? How do we support artists and artistic traditions that increasingly move with ease across national boundaries? What new models for support exist both within the US and abroad? This session will search for answers to these questions and more.

**Mergers, Alliances, and Just Plain Cooperation: A Delicate but Necessary Dance**

*Renaissance Hotel, Halle, 4th floor*

*Designed by Kathleen Cerveny, senior program officer, The Cleveland Foundation; and Neal Cuthbert, program director, McKnight Foundation; presented by Kathleen Cerveny; Susan Kenney Stevens, Ph.D., executive principal, LarsonAllen Public Service Group; and John Yankey, Ph.D., Leonard W. Mayo professor, Mandel Center for Nonprofit Organizations, Case Western Reserve University.*

For years, funders have urged collaboration and mergers among nonprofit organizations. Motivations range from lack of resources, perceived duplication of services, and desire for greater impact, among others. What prevents strategic alliances in the nonprofit community that are so common in other sectors? What conditions indicate that a merger or alliance would work or is something to avoid? Experts in this field talk with community-focused funders about the barriers within the arts, explore ideal conditions, and seek to define best practices for the funders’ role.

**Buses load for Severance Hall**

6:30 p.m., front entrance of hotel, Superior Avenue

**Buses depart for Severance Hall**

6:45 p.m., front entrance of hotel, Superior Avenue

**Reception at Severance Hall**

7:00 - 10:00 p.m.

Severance Hall, 11001 Euclid Avenue

Anchoring the entrance to University Circle, home to the majority of Cleveland’s arts and cultural organizations, the Cleveland Orchestra’s Severance Hall has been deemed by music lovers as “...the most visually stunning setting for an orchestra this side of Vienna’s Musikverein.” Originally built in 1929, and recently renovated and expanded in 1998-2000, the breathtaking structure has been home to the Cleveland Orchestra for over seventy years. Experience this world-class facility as you mingle with friends while members of the Cleveland Orchestra Youth Orchestra entertain you. Join the special tour of Severance Hall and socialize at a reception in the Bogomolny-Kozerefski Grand Foyer with hors d’oeuvres and drinks.

**Staggered buses return to Renaissance Hotel**

9:30 - 10:00 p.m.

**Wednesday, October 20****Continental breakfast**

7:30 - 9:30 a.m., Mezzanine Level, 3rd floor

**Registration desk open**

8:00 a.m. - 12:00 noon, Mezzanine Level, 3rd floor

**ROUNDTABLE DISCUSSIONS**

8:00 - 9:30 a.m.

**Cultural Planning and Research: The Funder's Role****Renaissance Hotel, Halle, 4th floor**

Presented by Julie Fry, director, Arts & Culture Analysis & Strategy, The San Diego Foundation; Victoria Hamilton, executive director, City of San Diego Commission for Arts & Culture; and Ann McQueen, arts program officer, The Boston Foundation.

Cultural planning helps build the case for increased public, corporate, foundation, and individual support by increasing understanding of the impact of arts and culture on urban revitalization, economic development, and quality of life. How can we take a leadership role in planning efforts that bring arts and culture to the broader civic table?

Grantmakers that have funded or participated in cultural planning efforts are encouraged to share their stories. The roundtable will highlight Boston and San Diego examples.

**Filling the Gap: A Continued Dialogue about the State of Dance****Renaissance Hotel, Hopkins, 4th floor**

Organized by Dana Whitco, director, National Dance Project; Katherine Freshley, senior program officer, Meyer Foundation; Andrea Snyder, executive director, Dance/USA.

The Dance Working Group, an informal national network of dance-related presenters, funders, and service organizations, will provide a brief update on its field-wide assessment of services to the nation's dance community. Following up on last year's discussion, we invite participants to further explore the existing dynamics in the field and brainstorm possible strategies to address gaps in service.

**Funding a Vibrant Media Arts Ecology****Renaissance Hotel, Van Aken, 4th floor**

Presented and organized by Alyce Myatt, consultant, MediaWorks; David Haas, chair, Steering Committee, Grantmakers in Film and Electronic Media; and Ana Lefer, program officer, Youth Media Program, Open Society Institute.

Media arts—film, video, audio and digital media—represent one of the most collaborative art forms. Many artists of all backgrounds rely on community-based media arts organizations to develop skills, access tools, and distribute work through exhibition, broadcast, or web cast. These artists and organizations often partner with the community to capture local arts, cultural, and political events reflecting their communities' issues or identities and providing a rare avenue for addressing social justice and cultural issues within a media landscape dominated by mainstream perceptions. We will share approaches to supporting a vital media arts community.

**Maximizing Partnerships: New Systems for Creating and Touring Theater****Renaissance Hotel, Case, 4th floor**

Organized by Sandra Gibson, president and CEO, Association of Performing Arts Presenters (APAP); and Pamela Gregg, director of programs, Arts and Conservation, Flintridge Foundation; presented by Sandra Gibson; Pamela Gregg; Ben Cameron, executive director, Theatre Communications Group, Inc. (TCG); and Sam Miller, president, Leveraging Investments in Creativity.

Join a burgeoning national conversation on the latest developments to support ensemble theaters in America. This discussion will focus on the research and planning taking place via the Doris Duke Charitable Foundation's ensemble initiatives and its collaboration with APAP and TCG. Participants will help envision a future web of support where local, regional, and national funders and service organizations work in tandem to strengthen ensemble artmaking from creation to production, presentation, and touring.

**Providing Technical Assistance to Individual Artists as an Outreach Tool****Renaissance Hotel, Brush, 4th floor**

Organized by Kavita Rajanna, program director, The Leeway Foundation; presented by Kavita Rajanna; and Julie Lopez, artist.

Does your applicant pool look similar every year? Ever wonder who is below your foundation's radar? Who are the artists we are not reaching right now—artists who are from immigrant and indigenous communities, artists who are younger, who are from cash-poor communities? Participants will discuss ways of providing technical assistance that meets the needs of various communities and removes barriers that keep people from applying. This session is an opportunity to share methods and brainstorm new ways to support grantees through the application process.

**Break**

9:30 - 10:00 a.m.

**MEMBER REPORTS**

10:00 - 11:30 a.m.

**Animating Democracy: Opportunity and Challenge at the Intersection of Art and Civic Dialogue****Renaissance Hotel, Holden, 4th floor**

Organized by Barbara Schaffer Bacon, co-director, Animating Democracy, Americans for the Arts; presented by Barbara Schaffer Bacon; Marty Pottenger, artist, playwright, Abundance; and Sue Wood, consultant, Ruth Mott Foundation.

Five years ago, Americans for the Arts and the Ford Foundation launched Animating Democracy to foster artistic activity that encourages civic dialogue on contemporary issues. Animating Democracy supported 35 cultural organizations to undertake new aesthetic investigations and experiment with art's capacity to enhance and expand opportunity for meaningful public dialogue. Presenters will share lessons learned about the opportunities and the challenges of arts-based civic dialogue highlighting the development of a successful learning community, the investigation of critical writing and funding issues, and how the National Exchange on Art and Civic Dialogue successfully connected to local cultural development activity in Flint, Michigan.

**Artist as Entrepreneur****Renaissance Hotel, Case, 4th floor**

Organized by Deena Epstein, senior program officer, The George Gund Foundation; and Tom Schorgl, president, Community Partnership for Arts and Culture (CPAC); presented by Angelin Chang, artist; Steve Millard, executive director, COSE, Greater Cleveland Partnership; Susie Frazier Mueller, artist; and Megan Van Voorhis, director of research and business practices, CPAC.

Cleveland's Community Partnership for Arts and Culture and the Council of Small Enterprises (COSE) have created an innovative program to help artists develop their business skills, become arts entrepreneurs, and think about creative ways to make a living

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from their art. Hear how the program was developed, what it includes, and how it has made a difference in the community. Artists who have been involved in the program will share their experiences and talk about how it has made a difference in their work.

**Arts at the Intersection of Science and the Environment**

**Renaissance Hotel, Hopkins, 4th floor**

Organized by Olga Garay, program director for the arts, Doris Duke Charitable Foundation; presented by Olga Garay; and Marda Kirn, director, EcoArts.

The arts are often first cut in difficult times as being ‘non-essential.’ Yet their power can be directed to aid other sectors in mutually beneficial collaborative ventures. For example, the Cuyahoga River in Cleveland was once so polluted it would catch fire, but now it is a frequently cited example for successful river restoration. While environmentalists praise it as an example for others to follow, they also cite the arts as a contributor to this remarkable transformation. Randy Newman’s song “Burn On Big River” helped to galvanize public interest to clean it up and led to the formation of the EPA and the Clean Water Act.

This presentation will provide a visual tour of examples in which the arts have swayed public opinion and influenced action working in collaboration with non-arts sectors. We will highlight current case studies at the intersection of science, environment, and the arts, investigate some of the challenges of “interspecies communication”, and explore the ingredients for success.

**The Future of Independent Media**

**Renaissance Hotel, Van Aken, 4th floor**

Organized by Joan Shigekawa, associate director, Creativity & Culture, Rockefeller Foundation; presented by Judy Holme Agnew, executive director, Bay Area Video Coalition; John Boland, executive vice president & chief content officer, KOED Public Broadcasting; David Haas, chair, Steering Committee, Grantmakers in Film and Electronic Media; John Killacky, program officer, Arts and Culture, The San Francisco Foundation; and Fidelma McGinn, executive director, Film Arts Foundation.

Never before has such a highly media-literate society existed as we have today. Technology creates direct access for individuals and groups to express themselves and communicate with each other on any topic of the imagination, yet at the same time access to media dissemination has never been so tight; these trends are shifting the ecology of the independent media field.

This session will unveil scenarios for the future of independent media. Representatives who participated in a foundation funded scenario planning experiment led by the staff of Global Business Network will discuss the landscape of the independent media and present recommendations for short-, mid-, and long-term actions.

**Making Data Work for You: the Cultural Policy and the Arts National Data Archive (CPANDA)**

**Renaissance Hotel, Halle, 4th floor**

Presented by Marian A. Godfrey, director of Civic Life Initiatives, The Pew Charitable Trusts; and Larry McGill, director of Research and Planning, CPANDA.

CPANDA is a powerful new on-line tool for finding and analyzing facts and information. It is the world’s first interactive digital archive of policy-relevant data on the arts and culture in the United States. A collaborative effort of Princeton University’s Firestone Library and the Princeton Center for Arts and Cultural Policy Studies, CPANDA is funded by The Pew Charitable Trusts.

CPANDA is a resource that ensures that research generated by foundations and government agencies, as well as cultural policy scholars, will be easily accessible to all interested users and thus will remain useful and effective over time. The more than 165 data sets already available through CPANDA range from The Gallup Organization’s Arts and Religion Survey to the Knight Foundation’s Classical Music Consumer Segmentation Survey, and include an array of studies of artists, organizations, and audience participation.

**A New Approach to Discussing the Benefits of the Arts**

**Renaissance Hotel, Garfield, 4th floor**

Organized by Michael Moore, director of arts programs, The Wallace Foundation; and Ann Stone, evaluation officer, The Wallace Foundation; presented by Elizabeth H. Ondaatje, policy analyst, RAND.

This panel will share the results of a RAND study commissioned by the Wallace Foundation to better understand the benefits of the arts. The study, Gifts of the Muse: Benefits of the Arts and How They Are Created, includes a review of the empirical literature on the subject, a broad range of theoretical literature on cognitive, behavioral, community development, and studies of aesthetics and the creative process. The presentation will discuss the effects of the arts on individuals and communities, clarify the process by which those effects are transmitted, and relate types and frequency of participation to these effects. The study recommends a new approach to discussing arts benefits and explores the policy implications of such an approach.

**Break**

11:30 - 11:45 a.m.

**Lunch Keynote and Closing remarks**

11:45 a.m. - 1:15 p.m.

Renaissance Hotel, Gold Room, 3rd floor

**Hip Hop: A New Tool for Human Rights — Van Jones, Esq.**

Van Jones is founder and executive director of the Ella Baker Center for Human Rights (EBC), a national organization that challenges the criminalization, incarceration, and abuse of low-income people, the young, and people of color.

EBC has pioneered methods of promoting the human rights agenda by serving as incubator for Freedom Fighter Music, a label that harnesses urban music and youth culture to tackle human rights issues, and partnering with urban media companies.

As founding board president of We Interrupt this Message, Jones worked toward fairer mainstream media coverage for low-income people and people of color. His efforts to connect business leaders and human rights activists led him to join the Social Venture Network, where he serves on the board. Jones is a Reebok International Human Rights Award recipient and has been designated by The World Economic Forum as a Global Leader of Tomorrow.

He has worked as a professional journalist, independent publisher, and cartoonist, and has appeared on CNN, BET, and NPR among others. Born in rural Tennessee in 1968, Jones holds degrees from University of Tennessee at Martin and Yale Law School. He is also a proud new father.

**Closing remarks, conference adjourns**

1:15 p.m.



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