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ABC/NY's mission is to develop more creative partnerships between the arts and business communities in New York, enhancing the business skills of the arts sector and the creative engagement of the business sector. ABC/NY provides programming in volunteer and leadership development, and builds and celebrates the arts' role in New York's economic revitalization.

We Are All Poets

What we sell a customer is not a share in a business, but a view of the Elysian Fields. A financier is a creative artist. Our function is to stimulate the imagination. We are poets.

True or false?
Arts or business?

... to have money is to be virtuous, honest, beautiful, and witty. And to be without is to be ugly and boring and stupid and useless.

Right or wrong?
Literally, figuratively, or morally?

Much as I might like it to be otherwise, the Arts & Business Council is not an arbiter of morality. The playwright quoted above may have tongue firmly in cheek; 60+ years on,

this play seems so ripe in the age of 99% and 1%. No moral judgment and no political judgment from ABC/NY. We are not storming Albany for [New York State Arts Advocacy Day](#) next week—as some of our admired colleagues are. We vehemently want more money for the arts—we want to be honest, beautiful and witty!—and we wish more money from politicians and financiers for every one of our reader arts constituents. But what we *really* want is partnerships. In the public sector and in the private sector (see February 15 [webinar](#) below).

The playwright quoted here is skeptical of the financier. That's the play, the caricature, and a great stimulus for thought and discussion of what's really important. In which our business partners can play an enormous, constructive role. I've had five meetings with the business community already this young year: eager for employee engagement with the arts and for cause marketing with the arts. These are the poets I'm meeting with; stay tuned.

Here's an exception in support of the "rule" that ABC/NY doesn't pimp for one of our arts organizations over another: the reading, last night, of the play from which I am quoting was sensational. Some coalition of arts and business poets has got to help [Classical Theatre of Harlem](#) get the resources together to mount a full production! And while you're at it, stop by the Malcolm X Center, where the reading was held, and check out the breathtaking, humbling exhibition on "[Freedom's Sisters](#)"—celebrating Harriet Tubman, Rosa Parks, Shirley Chisholm, Barbara Jordan, and others (some serious poets among them!). A partnership with the Cincinnati Museum, the Smithsonian, and the Ford Motor Company.

Nothing is ever so wrong in this world that a sensible woman can't set it right in the course of an afternoon.

Please, please, let this be true. Poets and businesswomen. Freedom Sisters and mere mortals. The afternoon may be long indeed, but let us keep working together to set things right.

(What play is this? [Send me your answer](#) and I'll pick a name and send you a prize.)

—Will Maitland Weiss, Executive Director

The pARTnership Webinar

This January, Americans for the Arts launched [The pARTnership Movement](#), promoting the message to businesses that partnering with the arts builds their competitive advantage. To help insure that all our constituents understand how to use the campaign locally, they are presenting a series of pARTnership Movement webinars, beginning with [A Roadmap to the pARTnership Movement](#) on Wednesday, February 15, 2012 at 3:00pm EST. [Register here](#).



This first webinar will be an in-depth look at the website, specifically the For Arts Groups section. The presentation will take you through all the elements for getting started with technical assistance for downloading and customizing the ads and everything you need to know about marketing the movement on the local level. It will also review the tool kit explaining how to make the case to businesses and how to initiate and maximize business relationships.

The webinar will be moderated by Emily Peck, director of Private Sector Initiatives at Americans for the Arts, with Graham Dunstan, director of marketing and communications, Americans for the Arts; Chris Ebmeyer of Machinery; and Anne Katz, executive director, Arts Wisconsin.

Price: \$35.00 for Non-members, \$0.00 for Americans for the Arts Members

Please [contact ABC/NY](#) with any questions.

Perfect Storm? Arts + Business + Stipend + Summer!

Apply now for the 2012 Multicultural Arts Management Internship Program. As an [intern](#), you will be matched with an amazing New York City arts institution (specializing in arts education, arts service, dance, music, theater, or visual arts/museums). As an [arts host](#) you will be matched with a smart and passionate undergraduate, selected from scores of applicants from across the country, ready to help you complete a project in marketing, communications, fundraising, events, and/or outreach. In addition to their ten-week, full-time position at the arts host, each intern is matched with a business mentor, has career development workshops, becomes part of a network of future talent experiencing the NYC arts scene, and, yes, gets a stipend. To find out more, click [here](#) or call Program Coordinator Stephanie Dockery at 212-270-5910, ext. 1124.

Sound Off on the Cultural Data Project



The [Cultural Data Project](#)—love it or loathe it? A CDP report is now required by many of our biggest funders, and we know many of you are filling it out, but are you *using* it? in preparation for a City Council hearing that will take place on February 15, ABC/NY wants to know if your organization is using CDP for anything besides funding applications. We will summarize your responses and share them with the NYC Department of Cultural Affairs and the Council's Committee on Cultural Affairs, Libraries and International Intergroup Relations.

Please complete [this brief survey](#) and let us know how the CDP works, or doesn't work, for your organization. If you don't want to complete the survey but still have something you want to say on the subject, you can [send us an e-mail](#). Thank you!

Upcoming ABC/NY Events

[Create a Nonprofit Business Plan that Works](#)

Wednesday, Feb. 22, 5:30 - 7:30 p.m. FREE

[Be Smart About Your Nonprofit's Finances](#)

Monday, Feb. 27, 6:00 - 8:00 p.m. FREE

Opportunity for Athenas of Film



Know a great female filmmaker? And/or want to meet some? Barnard's Athena Film Festival is providing two **FREE** workshops this Friday on "Producing Films in Tough Times and Building an Audience in the Digital Age": www.athenafilmfestival.com/program/2012-special-events/workshops/.

The full Athena Film Festival runs February 12. For more information: www.youtube.com/embed/o0EFHzQRPEq and www.athenafilmfestival.com/program/2012-special-events/.

Creative Capital Grants

Creative Capital, a national nonprofit organization that provides integrated financial and advisory support to artists pursuing adventurous projects, has announced guidelines and the application schedule for its 2012 grant cycle.

Creative Capital

This year's program is open to artists working in emerging fields, literature, and performing arts. Emerging fields may include architecture/design, digital arts, gaming, interdisciplinary, new genres, and sound art. Literature may include fiction, genre-defying literary work, nonfiction, and poetry. Performing arts is focused on the live performing arts and may include dance, dance-theater, experimental music performance, interdisciplinary, multimedia performance, music-theater, non-traditional opera, performance art, puppetry, spoken word and theater. To be eligible to apply, an artist must be:

- A U.S. citizen or permanent legal resident
- At least 25 years old
- A working artist with at least five years of professional experience
- Not a full-time student

Free in-person and online [information sessions](#) will be held at locations across the United States and require participants to RSVP. The complete 2012 grant guidelines and information session schedule are available at the [Creative Capital Web site](#). The online [Letter of Inquiry](#) form is due March 1, 2012 at 4:00 p.m. EST.

Links We Like

[Forget Networking. How to Be a Connector](#)

We all know people like them, people who seem to know everyone. They're always able to help -- or if they can't, they know someone who can.

[9 Ways Board Members Can Raise Money Without Fundraising](#)

There are lots of other things board members can do to bring money in the door.

[Making the Right Brain/Left Brain Switch](#)

You'll know by doing this simple exercise which brain mode you're currently in, so you'll know if you'll do better at creative tasks or logical ones—and how to make your brain switch to the other side!



Facebook



Our Facebook page has daily doses of information, articles, and job listings. Follow us on Facebook and find out what you're missing—you don't have to have an account to [view our page](#).

[Giving to charity stimulates the same parts of the brain as cocaine....](#)BUT doesn't contribute to deterioration of same ! Now there's a win-win. Make yourself happy and make ABC/NY very happy—[make a tax-deductible contribution today](#) help us continue our work in volunteer and board development, leadership development, and professional development.

DONATE NOW