

# 2011-2012 Planning Manual for Cultural Arts Representatives

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A GUIDE TO A SUCCESSFUL SCHOOL CULTURAL ARTS PROGRAM

**The ARTISTS IN THE SCHOOLS PROGRAM is a partnership program of United Arts Council of Raleigh and Wake County and the Wake County Public School System. Support is provided by the North Carolina Arts Council, a division of the Department of Cultural Resources.**



[www.ncarts.org](http://www.ncarts.org)



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## 2011-2012 Calendar

August 13, 2011 8:30 a.m. – 4 p.m.	Cultural Arts Booking Fair at Wakefield HS 2200 Wakefield Pines Dr <b>ATTENDANCE REQUIRED</b>
September 9, 2011 by 5 p.m.	School applications and \$100 Arts Education Partnership Fee due to the United Arts Council
September 14, 2011	Grant Award Notification sent to Cultural Arts Representatives
September 23, 2011 by 5 p.m.	<b>DUE:</b> All signed United Arts contracts involving AIS grants and school contribution payments for programs occurring October 1-7
September 30, 2011 by 5 p.m.	<b>DUE:</b> All signed United Arts contracts involving AIS grants and school contribution payments for programs occurring after October 7.
October 1, 2011	Grant funded programs begin
December 12, 2011	<b>ABSOLUTE DEADLINE:</b> all signed United Arts contracts involving AIS grants and school contribution payments
April 2, 2012	United Arts sends application for funding to year-round schools
May 11, 2012	<b>DUE:</b> AIS grant application due to United Arts from year-round schools that want to use AIS funds for a program July- September, 2010.
June 8, 2012	Anthologies Due – <b>Required from schools with Writer-in-Residence Grants</b>
June 1, 2012	Grant Award Notification sent to Cultural Arts Representatives who applied for July-September AIS grant (year-round schools only)
June 29, 2012	<b>DUE:</b> Signed United Arts Contracts from year-round schools with summer (July-September) AIS grants

### UNITED ARTS COUNCIL OF RALEIGH AND WAKE COUNTY

United Arts Council of Raleigh and Wake County, a private nonprofit organization, builds better communities through support and advocacy of the arts. To accomplish this mission, we rely on support from businesses, individuals, foundations and government. Funds are distributed back to the community through grants to artists, arts organizations, and schools, the Artists in the Schools Program, Community Arts Reach and teacher professional development programs. For more information, visit our website at [www.unitedarts.org](http://www.unitedarts.org).

## **ARTISTS IN THE SCHOOLS**

Welcome to the Artists in the Schools Program, a partnership program of the United Arts Council of Raleigh and Wake County (UA), the Wake County Public School System (WCPSS) and your school. Last year we co-funded 318 events in 137 Wake County public, private, and charter schools for a total of more than 153,000 contact hours between students and artists. It is our goal to provide a safe and engaging environment among the students and the artists.

Artists are selected for the Directory through a rigorous panel process. The review panel usually consists of artists, teachers, parents, Wake County Public Schools staff, United Arts Council and Johnston County Arts Council staff. Once an artist's programs are approved by the panel, artists are required to undergo a check against the State Sex Offender and Public Protection Registry, the State Sexually Violent Predator Registry, and the National Sex Offender Registry as per the WCPSS "Registered Sex Offenders" Board Policy 2334, 3034, 4034, and 6434.

With your help, United Arts is able to provide enriching arts experiences for our children. Your role as a Cultural Arts Representative is very important to our community, and we appreciate your commitment to putting together your school's program and the many hours spent running the program. We hope you will have fun and feel rewarded through your valuable efforts in supporting the cultural life of your community.

## **OTHER UNITED ARTS EDUCATIONAL PROGRAMS**

United Arts also offers other programs that further enhance arts education in Wake County. "Journey Through the Arts" offers teachers an opportunity to attend arts events throughout the school year that range from ballet and opera to musical versions of Shakespeare, public art tours, community theatre performances and more. Pre- and post-event lectures offer teachers ideas for how such programs can complement their classroom teaching.

In June, United Arts, in partnership with the North Carolina Arts Council, facilitated an Arts Integration Institute for elementary schools from throughout the state. Each school sent a team of four people that included a classroom teacher, an art teacher, an administrator and a parent. The Institute, which was hosted at the new Cary Arts Center, helped the teams learn how to integrate the arts into their everyday classroom teaching in order to enrich their students' learning experiences. From acting out stories with shadow puppets and creating secret room books to learning about world music, dancing the weather and the theories of Multiple Intelligences, the teams moved on to create their own arts-integrated lesson plans, which they will present to their schools and classrooms in the upcoming school year. To learn about future Institutes and how to get your school involved, contact Virginia Zehr, Vice President for Education & Community Programs at United Arts.

United Arts also acts as an advocate encouraging decision makers in the community to recognize what a critical role the arts play in every child's basic education. We have a Teacher Resources Section on our website ([www.unitedarts.org](http://www.unitedarts.org)), which is updated periodically. Be sure to look up this resource to find programs and resources that are available and accessible!

## IMPORTANT DATES

(Please see “2011-2012 Calendar” on page 2 for all relevant dates)

**DEADLINE: Grant Application and Arts Education Partnership Fee,  
5:00 P.M., FRIDAY, SEPTEMBER 9, 2011, TO UNITED ARTS**

**DEADLINE: Signed Contracts and School Portion of Artists fees for events  
occurring from October 1 – October 7, 2011,  
5:00 P.M., FRIDAY, SEPTEMBER 23, 2011 TO UNITED ARTS**

**DEADLINE: Signed Contracts and School Portion of Artists Fees for events after Oct. 7, 2011  
5:00 P.M., FRIDAY, SEPTEMBER 30, 2011 TO UNITED ARTS**

## CONTACT INFORMATION

Arts Education Department  
United Arts Council of Raleigh & Wake County  
110 S. Blount Street  
Raleigh, NC 27601-1406  
FAX: (919) 839-6002

Stephen Britt, Program Coordinator  
(919) 839-1498 x 210; [sbritt@unitedarts.org](mailto:sbritt@unitedarts.org)  
or Virginia Zehr, Vice President for Education  
and Community Programs  
(919) 839-1498 x 209; [gzehr@unitedarts.org](mailto:gzehr@unitedarts.org)

## GENERAL INFORMATION

### Arts Education Partnership Fee

All Wake County public, charter and private schools must submit a **non-refundable** \$100 Arts Education Partnership Fee with their grant application. The Arts Education Partnership Fee and application are due at the UA office by **5:00 p.m., Friday, September 9, 2011**. This is **not** a postmark deadline. Schools in their first year of operation and Wake County Public School System alternative schools are not required to pay the \$100 Arts Education Partnership Fee.

### Artists Resource Directory

The 2010-2012 Artists Resource Directory is a two-year directory. Each participating school receives a complimentary directory. Additional/replacement directories can be purchased for \$40.00 (\$45 if shipped) from United Arts.

There will also be a 2011-2012 Directory Addendum that will include new artists as well as updated pages from theater groups whose programming changes from year to year. This Addendum will have its own Table of Contents and Index. Like the main Directory, the Addendum is organized by discipline areas.

The Artists Resource Directory provides contact information and brief notes about the specific programs offered by the artists and arts organizations for Artists in the Schools and the Wake County Community Arts Reach Program. **Prices listed should be verified with the artist/group.** When artists applied last year to participate in the Artists in the Schools Program and the new two-year directory, they agreed to offer their programs at the prices listed. If artists raise prices, please contact United Arts.

In order to provide a complete and simple method for listing, the Directory is divided into eight discipline areas. Artists for whom UA/WCPSS is providing funding must be chosen from artists listed in the Artists Resource Directory.

## ARTISTS IN THE SCHOOLS GRANT CATEGORY DESCRIPTIONS & GUIDELINES

Funding Requests for Grants: Each public, charter and nonprofit private elementary, middle and high school in Wake County may apply to United Arts for grants. All grants depend on the availability of funds. Attendance at both the Cultural Arts Training Sessions and the Cultural Arts Booking Fair is REQUIRED and also taken into account when making grant funding decisions.

### INDIVIDUAL GRANTS

Maximum Grant Award per school is \$1,400, depending on funds available. A school may apply for a maximum of **FOUR** Individual Grants, one in each of the following areas:

- **PERFORMANCE GRANT: Eligible for up to 50% of artist fee or \$325 (whichever is less) for one 45-60 minute performance per school.**

A performance must be educational as well as entertaining and must take place at the school during the school day. A lecture/demonstration format is recommended.

- **ARTIST RESIDENCY/WORKSHOPS GRANT: Eligible for up to 50% of artist fee or \$375 (whichever is less) for one ARTIST residency or workshop per school. See Page 9 for additional information about Artist Residencies.**

An artist residency is defined as multiple visits working with the same group of students (required minimum of four contact hours per day for three days or more; i.e. three contact hours per student). Students must be actively involved and the residency should culminate with a student product; i.e. dance, dramatization, etc.

A workshop is defined as a minimum single day visit with one 45-60 minute session per class for 1 to 5 different classes per day. The workshop(s) may be done in conjunction with a performance, and the grant request should include the cost of all of the workshops scheduled for the artist, not just one. However, **the fee for the performance should not be included in this grant category request. If you want grant funds for the performance component, that performance would go under the “performance grant”** (see above). This grant is not to be used for workshops for teachers. Workshops must take place at the school during the school day.

- **WRITER RESIDENCY: Eligible for up to 50% of writer fee or \$375 (whichever is less) for one WRITER residency per school. See Page 9 for additional information about Writer Residencies.**

A writer residency must consist of a minimum of 20 hours (four classes per day for five days; five contact hours per student). **If a school’s schedule does not accommodate this, United Arts must pre-approve any variation.** Residencies must take place at the school during the school day. At the end of a writer residency, both United Arts and the artist should receive an anthology compiling the works of the students who participated in the residency.

**Note:** Writers can work with more or fewer classes per day, depending on the needs of the school, but **the writer must work with the same students for five days, and the fees for working with different numbers of classes must be negotiated directly between the artist and the school.**

### 2011-2012 WRITERS APPROVED FOR WRITER RESIDENCIES

Michael Beadle

John Claude Bemis

Barbara K. Cleary

Howard L. Craft

Steve Gilbert

Mimi Herman

Eileen Heyes

Richard Krawiec

Suzanne Newton

Sharon O’Donnell

Alice Osborn

Tony Peacock

Arianna Ross

Julie Russo

Donna Sink

Kelly Starling-Lyons

Susie Wilde

StageWorks

- **OPERA/CHAMBER MUSIC PERFORMANCE:** Eligible for up to 50% of artist fee or \$325 (whichever is less) for one 45-60 minute opera/chamber music performance per school.

Opera/chamber music performances should follow performance guidelines and be educational as well as entertaining and must take place at the school during the school day.

**2011-2012 ARTISTS APPROVED FOR OPERA/CHAMBER MUSIC GRANTS**

North Carolina Opera  
FBN Productions, Inc  
Yvette Lewis  
Opera Carolina  
Bay Street Brassworks  
Anita Burroughs-Price  
Holly's Harps (Holly Pratt)  
Mallarmé Chamber Players  
Raleigh Symphony Orchestra  
Symphony Winds

**Application and \$100 Partnership Fee are due in the United Arts office by 5:00 p.m. on Friday, September 9, 2011.** This is NOT a postmark deadline. Please make checks payable to United Arts and mail to: Arts Education Department, United Arts Council, 110 S. Blount Street, Raleigh, NC, 27601.

## STEP-BY-STEP GUIDE FOR ALL PERFORMANCES, WORKSHOPS AND RESIDENCIES

See following sections for additional steps/requirements specific to Artist/Writer Residencies

\_\_\_\_\_ (1) Attend the Cultural Arts Booking Fair with your Faculty Cultural Arts Advisers. Bring your school calendar and be prepared to tentatively book artists you are interested in presenting to your school.

### CULTURAL ARTS BOOKING FAIR

DATE: Saturday, August 13, 2011

TIME: 8:30 a.m.–4:00 p.m.

PLACE: Wakefield High School

It might be helpful to have several people from your school attend the Fair. Although artists present showcases at either the K-5 or 6-12 level, they often have programs that serve other levels. A Writer in Residence Showcase is included in the Fair.

\_\_\_\_\_ (2) Collaborate with your Faculty Cultural Arts Advisers to choose the best program(s) for your school.

\_\_\_\_\_ (3) The PTA Cultural Arts Representative should work with the Faculty Cultural Arts Adviser to circulate or post either a proposed descriptive Cultural Arts program list or large poster for faculty consideration. Include your name and phone number, and the final date by which you need responses.

\_\_\_\_\_ (4) Once you have administration/faculty approval regarding the program list, contact the artists and confirm the tentative dates/times for the events that will rely on UA/WCPSS grant approval. Make sure you avoid school holidays, teacher workdays, exam days, election days, standardized student test dates, field trips, etc. *If an artist is not approved but you have asked him or her to hold a date, please contact the artist immediately to update that artist so they have time to fill that date with another booking.* **NOTE:** For those artists whom you want to book without a UA/WCPSS grant, you may make a definite commitment the first time you call.

\_\_\_\_\_ (5) Grant applications are due in the United Arts offices by **5:00 p.m. Friday, September 9, 2011.** Include your \$100 Arts Education Partnership Fee, payable to “United Arts,” with your grant application. Notification of grant awards will be sent **Wednesday, September 14, 2011.**

\_\_\_\_\_ (6) Once you receive notification of the amount of grant money available to your school, make sure you have contracts for each program (make copies as needed). Complete necessary information, including appropriate signatures, and make **TWO** copies of each contract, one for your records and one to send the artist. Mail contracts to artist(s) for signature. **With the artists for whom UA/WCPSS are providing funding, you must use the UA/WCPSS contracts.** *Neither a contract the artist provides nor one the school provides may substitute for the UA/WCPSS contract.* If UA/WCPSS are not funding the artist, please use either your school’s or the artist’s contract. Include a stamped, self-addressed envelope to speed up the return of your signed contracts. Let the artist know the date by which you need the contracts returned.

\_\_\_\_\_ (7) Mail signed artist contracts and school’s portion of artists’ fees to United Arts, 110 S. Blount Street, Raleigh, NC, 27601 by **5:00 p.m., Friday, September 30, 2011.** Make check payable to United Arts. For programs occurring **October 1-October 7, 2011,** all signed artist/writer contracts involving UA/WCPSS grant and school’s portion of artist fees are due **September 23 by 5:00 p.m. NO** performances, residencies or workshops for which United Arts/WCPSS funding is being requested may occur before **Friday, September 30, 2011.** ***If signed contracts and payments are not received by Monday, December 12, 2011, you risk forfeiture of the grants funds awarded to your school.***

\_\_\_\_\_ (8) Print a final schedule of Cultural Arts Events for your school year. Send it home with each student and/or print it in your school newsletter and/or newspaper. Make sure that all cultural arts dates are on the school's master calendar in the school office! A copy should also be given to the principal, school secretary and all teachers of your school. You may want to list who will be paying the artist so that school personnel can handle the situation if the question of pay arises while the artist is at your campus. (See sample page 16.)

\_\_\_\_\_ (9) **One to two weeks before the event, see that the teachers involved receive the required "Teacher Study Guides" sent by each artist. Contact the artist if you have not received a Study Guide.** To save on money, you may choose to provide the teacher guide only to grade chairs or department chairs. We suggest you e-mail the Study Guides to the teachers involved.

\_\_\_\_\_ (10) **Make sure teachers understand that they are to remain in charge of their students during an artist's visit. Artists are not substitute teachers and should not be expected to maintain order in the classroom.**

\_\_\_\_\_ (11) **ONLY** if an artist is **not** subsidized through a UA/WCPSS grant, have your treasurer prepare the artist's check a week before the performance so you can promptly pay the artist following the event.

\_\_\_\_\_ (12) One week before the event, confirm with your office that the school calendar reflects the correct date/time and that the space needed is available.

\_\_\_\_\_ (13) Be responsible for preparing for artist's needs and greeting the artist. Make sure that the performance area is cleared and clean, the technical needs of the artists have been accommodated and the performance space is appropriately cooled and/or heated.

\_\_\_\_\_ **REQUIRED CREDIT WORDING:** The proper grant credit wording is:

**"This program is supported by a grant from the United Arts Council of Raleigh and Wake County, Inc. Additional support is provided by the North Carolina Arts Council, a division of the Department of Cultural Resources."**

Additional support for the Artists in the Schools programs comes from Progress Energy, Bank of America, Target Stores, the A.E. Finley Foundation, and Wachovia, a Wells Fargo Company. The grant credit wording should be placed on all printed material related to this grant. United Arts logos can be downloaded from our website, [www.unitedarts.org](http://www.unitedarts.org). Please use the logo if space permits.

\_\_\_\_\_ **REQUIRED EVALUATION:** Send evaluation forms to the UA Arts Education Department **immediately following the event.** These documents confirm that the event occurred and payment is due to the artist. Evaluation forms should be completed by as many of the participating teachers as possible. You can also fax these forms to us at (919)-839-6002. **An evaluation form is in your packet, and a copy is available on the United Arts website, [www.unitedarts.org](http://www.unitedarts.org). Please copy forms as needed.**

## ADDITIONAL STEPS/REQUIREMENTS SPECIFIC TO ARTIST AND WRITER RESIDENCIES

### ALL RESIDENCIES:

\_\_\_\_\_ (1) Inform the teacher(s) hosting the residency that the teachers are required by contract and law to remain in the room during the residency, and they are welcome to participate. Most, if not all, artists presenting residencies will want time to plan with the teachers. This can be accomplished through face-to-face meetings, e-mail, phone calls, or a combination of the above, depending on the needs of the program. Teachers find that active involvement in classroom activities during the artist visit results in more opportunities for follow-up activities. Make sure teachers understand they are to remain in charge of their students during an artist's visit. Artists are not substitute teachers and should not be expected to maintain order in the classroom.

\_\_\_\_\_ (2) Mail the artist and/or writer a schedule of his/her classes and teacher(s) names three weeks before the residency.

\_\_\_\_\_ (3) Greet the artist or writer on the first day and act as host and resource person during the residency. You may even consider participating in the residency. Also, make sure the artist or writer knows:

- School policies and procedures
- Location of lounge, restrooms and cafeteria
- Principal, secretary and teachers involved

### ADDITIONAL REQUIREMENTS FOR WRITER RESIDENCIES

**NOTE:** If a school desires to have a writer or artist work with more classes per day than the number specified, the school must negotiate those details, including fees, with the artist or writer for those additional classes before submission of the grant proposal. If additional days or weeks are desired, the school must negotiate these details with the artist or writer as well.

**NOTE:** If a school desires to have a writer or artist work with fewer classes per day than the number specified in the Artists Resource Directory, the school must discuss this with the artist and negotiate the fee before submission of the grant proposal. Artists are under no obligation to accept work that involves fewer classes per day than described in the Artists Resource Directory.

**NOTE:** If a writer residency is desired, it is required that at least one teacher from the grade level(s) requesting a writer residency meet with the writer in a planning session. *During this session, the goals and activities of the residency should be discussed and defined in writing.* The teacher and the writer can then sign the Letter of Confirmation for Writer Residencies. **This letter must accompany the school's grant application in order for the Writer Residency to be considered.**

If you have already booked a writer you have worked with in previous years, **you must still complete this letter.** In addition, it is **STRONGLY RECOMMENDED** that all teachers involved in the residency meet with the writer. Even if the school has worked with the writer in the past, new teachers, new students, and/or new programs can impact the results of a residency.

\_\_\_\_\_ **REQUIRED WRITER RESIDENCY ANTHOLOGY/COLLECTION:** In compliance with the guidelines for the Writer Residency Program, an anthology or some form of collection of student work is required and must be received by United Arts and participating writer within two months of the completed residency or no later than **June 8, 2012**. If possible, UA/WCPSS suggest that all participating students, your principal and your media center receive copies also.

Send United Arts and the writer a copy of your ANTHOLOGY. **Include the following on the cover of all anthologies:**

NAME OF SCHOOL

NAME OF WRITER-IN-RESIDENCE

NAMES OF TEACHERS & GRADES INVOLVED IN RESIDENCY

MONTH AND YEAR OF RESIDENCY

CREDIT TO UNITED ARTS, WAKE COUNTY PUBLIC SCHOOL SYSTEM, PTA AND  
OTHER FUNDING SOURCES

\_\_\_\_\_ **REQUIRED CREDIT WORDING:** The proper grant credit wording is:

**“This program is supported by a grant from the United Arts Council of Raleigh and Wake County, Inc. Additional support is provided by the North Carolina Arts Council, a division of the Department of Cultural Resources.”**

Additional support for the Artists in the Schools programs comes from Progress Energy, Bank of America, Target Stores, the A.E. Finley Foundation, and Wachovia, a Wells Fargo Company. The grant credit wording should be placed on all printed material related to this grant. United Arts logos can be downloaded from our website, [www.unitedarts.org](http://www.unitedarts.org). Please use the logo if space permits. This information should be placed on all printed material related to this grant, including the Writer Anthology.

### **2011-2012 WRITERS APPROVED FOR WRITER RESIDENCIES**

Michael Beadle  
John Claude Bemis  
Barbara K. Cleary  
Howard L. Craft  
Steve Gilbert  
Mimi Herman  
Eileen Heyes  
Richard Krawiec  
Suzanne Newton  
Sharon O'Donnell  
Alice Osborn  
Tony Peacock  
Arianna Ross  
Julie Russo  
Donna Sink  
Kelly Starling-Lyons  
Susie Wilde  
StageWorks

## HELPFUL SCHEDULING INFORMATION

### HELPFUL HINTS – GENERAL

- \* If an event is going to include students with special needs, please advise the artist in advance so that he/she can make the needed adjustments.
- \* Schools frequently double pay artists. Please do not request that your school pay the fee of an artist whom United Arts is helping to fund. The school should pay only for additional events not covered by United Arts contracts.

### HELPFUL HINTS – SCHEDULING

- \* Scheduling with another school or organization for same day/same artist (block booking) often results in a lower performance fee.
- \* If more than one performance of a program is desired on the same day, see the Artists Resource Directory or ask the artist his/her fee for additional performances at the same school on the same day. Most artists charge less per performance for multiple performances on the same day at the same school.
- \* Check your school's calendar! Talk with your principal and faculty. Plan around school holidays, teacher workdays, exam days, election days, student standardized test dates and field trips.
- \* If an event or activity has to be canceled due to inclement weather and school closing, please notify the artist immediately and attempt to reschedule the event or activity.
- \* **If you schedule a program funded by United Arts for October 1 – October 7, 2011, you must immediately do the following:**
  1. Send contract(s) to artist(s) immediately after receiving grant notification and blank artist contract(s).
  2. Send self-addressed and stamped envelope to artist(s) with contract(s) so that contracts will be returned promptly.
  3. Advise the artists that they will not be paid until the signed contract is received. Give the artist(s) a deadline of **Friday, September 16, 2011** to return contracts due to United Arts by September 23; give the artist(s) a deadline of **Friday, September 23, 2011** to return contracts due to United Arts by September 30.
  4. Mail contracts along with school's portion of fee to United Arts, 110 S. Blount Street, Raleigh, NC, 27601.

#### **Contracts may not be faxed.**

Contracts and fees for artists performing between October 1 and October 7, 2011 must be received at United Arts by **September 23, 2011**. Performances, residencies or workshops not funded in part by UA/WCPSS can be scheduled before October 1, 2011.

## **FACULTY CULTURAL ARTS ADVISERS**

### **WHO MIGHT BE FACULTY CULTURAL ARTS ADVISERS?**

- \*Interested teacher representatives from the various grade levels.
- \*If considering an Artist/Writer Residency, a teacher involved in that residency.
- \*Music Specialists
- \*Dance/Drama Specialists
- \*Art Specialists
- \*Guidance Counselor
- \*Assistant Principal

### **PURPOSE OF HAVING FACULTY CULTURAL ARTS ADVISERS:**

To recommend to the Cultural Arts Representative the types of arts programs that are desired by the students, faculty and administration.

### **RESPONSIBILITIES OF FACULTY CULTURAL ARTS ADVISERS:**

Solicit program suggestions from the faculty and administration before the Cultural Arts Booking Fair.

Meet with the Cultural Arts Representative before the annual Cultural Arts Booking Fair in August and attend the Fair, if possible, with the Cultural Arts Representative.

Review and discuss the information the Cultural Arts Booking Fair received at the Cultural Arts Training Session, including: (1) The Artists Resource Directory and (2) Information concerning grant money available to schools that book artists from the United Arts Artists in the Schools Program.

Determine if arts performance, artist residency, writer residency and/or opera best reflect your school's faculty, administration, student and PTA programming needs.

## Special Note: For Year-Round Schools Only

As more schools in Wake County are becoming year-round, United Arts is taking steps to address concerns that have been voiced by these schools and their representatives over the years, most notably the lack of availability of AIS funds in July, August and September.

We will provide year-round schools with the option to apply for ONE AIS grant to be used in July, August or September. **This application will be due on May 11, 2012**, and it will be for funding for the 2012-2013 school year. More information regarding more specific deadlines will be provided to the year-round schools.

**This is an optional program.** If taken advantage of, this process will affect how many and what types of programs your school can apply for in September 2012 for the 2012-2013 school year. For example, if your year-round school applies for an artist residency to happen between July and September of 2012, your school would only be able to apply for the other three AIS grant categories (performance, writer in residence, opera/chamber music) in September 2012 for the remainder of the 2012-2013 school year.

**The only Fair that will occur between now and this application is the August 2011 Fair, so please be thinking of Summer 2012 at this year's Fair!**

Notifications will be sent on June 1, 2012 to those schools who apply for this opportunity. Signed contracts and matching funds will be due back to United Arts by June 29, 2012. These programs can run any time between July 1 and September 30, 2012.

Please call 919-839-1498 x210 if you have any questions about this process.

# APPENDIX

## Sample Documents:

- Sample Letter of Agreement PTA/School
- Artist Welcome Letter Template
- PTA Expense Voucher
- PTA Cultural Arts Schedule
- Press Release Format
- Press Release Text

***SAMPLE***  
**LETTER OF AGREEMENT**  
**(NAME OF SCHOOL)**  
**(PARENT TEACHER ASSOCIATION)**  
**(ADDRESS)**

**Date:** \_\_\_\_\_

This letter of agreement will confirm a verbal/written agreement between the (NAME OF SCHOOL PARENT TEACHER ASSOCIATION) and (ARTIST).

Artist agrees to provide \_\_\_\_\_

(*Program Title*) on (*date*) \_\_\_\_\_, 20\_\_\_\_ at (NAME OF SCHOOL) at levels participating are:  
\_\_\_\_\_

\_\_\_\_\_. The total fee is \$ \_\_\_\_\_.

Artist agrees to provide any necessary educational materials and publicity information at least TWO WEEKS before the performance.

Artist \_\_\_\_\_

CA Rep. \_\_\_\_\_

CA Rep. Phone No. \_\_\_\_\_

Date: \_\_\_\_\_

Please sign both agreement pages, keep one and return the other and your information sheet to:

CA Rep. \_\_\_\_\_

CA Rep. Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

(For use with artists for whom you do not receive United Arts grants.)

Make checks payable to (name used for reporting income to IRS)

\_\_\_\_\_

Social Security # \_\_\_\_\_ or Federal ID # \_\_\_\_\_  
(provide # to be used for reporting income to IRS)

Performance Date \_\_\_\_\_; and/or workshop date(s) \_\_\_\_\_

**WELCOME LETTER TEMPLATE**  
**SHOULD INCLUDE PERTINENT INFO THAT ARTIST NEEDS TO KNOW PRIOR TO**  
**ARRIVAL AT SCHOOL**

Dear Artist:

We are very excited to have you come to our school on \_\_\_\_\_ (DATE of performance/residency). This letter is a reminder of the arrangements we have discussed.

Please plan to arrive at \_\_\_\_\_ (time) to set up. You can park \_\_\_\_\_ (instructions); please refer to the **enclosed map** for directions to our school.

\_\_\_\_\_ (name) will meet you at the designated entrance \_\_\_\_\_ . He/she will take you to the office to sign in and then lead you to the venue (e.g. classroom/auditorium/cafeteria). The school phone number is \_\_\_\_\_ (phone #). Your contact person is \_\_\_\_\_ (if different from Cultural Arts Rep/person meeting artist). His/her cell phone number is \_\_\_\_\_ (contact cell phone, if available).

You will present your program to \_\_\_\_\_ (how many) \_\_\_\_\_ (age/grade level) students in \_\_\_\_\_ (venue: classroom, gym, auditorium, stage, cafeteria). The school will provide the following materials and equipment (examples: dressing area, water, microphone, projector, sound, cassette/CD player, tables, chairs, etc):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

The artists will provide:

- Educational materials and publicity information at least two weeks before the event.
- \_\_\_\_\_
- \_\_\_\_\_

If you have any questions, please contact me at \_\_\_\_\_ (phone) or by e-mail at \_\_\_\_\_ (e-mail address). Thank you again – we are looking forward to your visit!

Sincerely,

NAME  
Cultural Arts Representative, SCHOOL

***SAMPLE***  
**PTA EXPENSE VOUCHER**  
**(NAME OF SCHOOL)**  
**(PARENT TEACHER ASSOCIATION)**  
**(ADDRESS)**

To: PTA Treasurer

Date: \_\_\_\_\_

Committee \_\_\_\_\_

Requested by: \_\_\_\_\_ Phone # \_\_\_\_\_

Amount of Check \_\_\_\_\_

Pay to: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date Needed by: \_\_\_\_\_

Purpose of Expenditure: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PLEASE ATTACH RECEIPTS, INVOICES OR CONTRACTS.**

***SAMPLE***  
**2011-2012 PTA CULTURAL ARTS SCHEDULE**  
**(NAME OF SCHOOL)**  
**(PARENT TEACHER ASSOCIATION)**

<u>GRADES(S)</u>	<u>DATES(S)</u>	<u>TIMES</u>	<u>PROGRAM</u>	<u>PAYMENT</u>
<u>K-2</u>	<u>Oct. 10</u>	<u>9 a.m. –10 a.m.</u>	<u>SHADY GROVE</u>	<u>PTA - \$xx</u>
<u>4-5</u>	<u>Oct. 24</u>	<u>2 p.m. – 3 p.m.</u>	<u>ALCHEMILLA</u>	<u>*UA/WCPSS - \$xx</u>
<u>ALL</u>	<u>Oct. 30</u>	<u>1:30 p.m. – 2:30 p.m.</u>	<u>JD PROJECT</u>	<u>PTA - \$xx</u>

\*Remember, do not pay artists for events being co-funded by United Arts. Fill out the evaluation form and return it promptly to United Arts. Upon receipt of the evaluation forms, United Arts will issue a check for the artist’s fee within ten (10) working days.

**SAMPLE PRESS RELEASE FORMAT**

(Name of School or Letterhead)

FOR IMMEDIATE RELEASE:

Month, day, date

FROM: Cultural Arts Representative \_\_\_\_\_  
Phone: \_\_\_\_\_

Short Subject Headline

This release should include relevant who, what, when, why, where and how details, preferably in the first one or two paragraphs. The most important information should be at the beginning of the article and least significant at the end. This is important because, in order to save space, newspapers eliminate copy from the bottom up. Write "More" at the bottom of the first page if the release continues on a second page.

**SAMPLE PRESS RELEASE TEXT**

**(WHO)**

**(WHAT)**

The Mountain Music Band will present a program of North Carolina folk music to the students of

**(WHERE)**

**(WHEN)**

Jones Elementary School on Monday, October 18 at 10:00 a.m.. The performance, arranged by the

**(HOW)**

Cultural Arts Committee and supported by the Jones Elementary PTA, received partial funding through a grant from the United Arts Council of Raleigh and Wake County, Inc., with funds from the North Carolina Arts Council, a state agency, and Wake County Government and the Wake County Public School System.

**(WHY)**

The program will highlight the third grade social studies unit of North Carolina history.

**(BACKGROUND INFORMATION)**

The Mountain Music Band, composed of area residents interested in authentic mountain tunes and hand-crafted instruments, has performed at folk festivals throughout the state. Of special interest

**(HUMAN INTEREST)**

will be tunes played on a hand saw and wash-tub bass.

*The first sentence can serve as a public address announcement. The first two sentences can serve as a school-wide notice to teachers, an entry for the monthly PTA newsletter, and/or a PTA Board report. The entire release can be sent to newspapers, TV stations and community bulletins.*