

MARCH GENERAL MEETING

A ZOOM PRESENTATION

Thursday, March 18, 2021 | 1:00 pm

Developing New Audiences for Musical Arts:

What We Can Learn from Jazz

Over the last several decades, audiences for classical and jazz music have been steadily decreasing, creating increased reliance on grants and wealthy donors for the survival of these art forms.

One large body of research on jazz audiences has yielded fascinating clues to fostering the future health of jazz and other art music. The Jazz Audiences Initiative (JAI) was the first research project of its kind to collect attitudinal psychographic data about how and why people engage with jazz. In some cases, the findings confirmed long held assumptions about potential ticket buyers. In other cases, the data revealed new information that is critical for helping audiences experience jazz in meaningful and exciting ways, allowing producers and musicians to sell more tickets and recordings.

Through an interactive presentation of visual and musical examples at **1:00 p.m. on Thursday, March 18**, we will explore a few of the most salient (and surprising!) findings from the JAI studies. These include: the impact venue type has on ticket buying by young audiences; how marketing strategies' effectiveness depends on whom you are trying to attract; why putting stylistic labels on music fails as a marketing strategy; and what classical music marketing can learn from jazz studies.

Our March speaker, Dr. Henry Ettman, served as a researcher for the Jazz Audience Initiative. He has over 60 years of experience as an educator, researcher and jazz drummer and currently serves on the Jazz Research Committee and the Jazz Audience Development Committee of the national Jazz Education Network. Henry has studied under and performed with many jazz greats including Oscar Peterson and Dizzy Gillespie.

Members will receive a Zoom link via email.



Dr. Henry Ettman

FROM YOUR PRESIDENT

Our mission statement is easy to repeat and easy to remember:

**INSPIRE CREATIVITY, ADVANCE EDUCATION AND
CONNECT THE COMMUNITY TO THE ARTS**



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Best practices recommend that each event and every project should be designed to further this mission. For example, our Scholarship Awards program advances education and inspires students to pursue careers in the arts. Our Speaking of The Arts... series and the docent tours of our collection connect the community to the arts. The monthly Member Programs and Educational Tours provide opportunities for our members to deepen their understanding of all forms of art.

ADVANCING EDUCATION

At the February Board of Directors meeting, we introduced the possibility of organizing an Arts Advocates Education Task Force. The purpose of this effort would be to establish a collaborative relationship with our local elementary and high schools. These partnerships would support instruction in music, studio art, creative writing, dance, photography and film.

Some of our members have had direct experience working with local classroom teachers and could suggest specific ways we might help provide materials, sponsor field trips and perhaps create special awards for outstanding teachers and students.

If you would be interested in joining this Task Force, please let me know. We would welcome your participation and invite your suggestions as to how this project can be developed and implemented. Pavlova03@comcast.net

POWER YOUR PASSION

In 2019, Arts Advocates formed an Advisory Board composed of members from local educational, art, business and civic organizations. Representatives from New College, Ringling College, The Watercolor Society, Public Art and PINC attended. This session gave us an opportunity to share information about Arts Advocates, explore partnerships, elicit guidance and recommendations from Advisory Board members as well as to "see ourselves as others see us." Also, this is an opportunity to collaborate with like-minded organizations. If you would like to propose someone to join this board please let me know as soon as possible.

DOCUMENTARY/TELLING THE STORY

In the closing weeks of 2020, the Arts Advocates Collection Team announced a Request for Proposals to develop a documentary that tells the story of the mid-century arts explosion witnessed in Sarasota. Three proposals were submitted and Tin Woman Productions was selected to produce the video.

In her winning proposal, Executive Producer, Lisa Moody, states:

This documentary will be "an important part of the region's history in terms of providing insight into how Sarasota became a renowned art center."

The documentary is designed to "produce a relevant and engaging experience from creating its (The Colony or The Sarasota School of Art) foundation, telling compelling stories, imparting vital information, crafting its aesthetic, capturing the voices of the visionaries and artists, showcasing the art, and delivering a final piece of work that builds a relationship with the audience."

The purpose of producing this documentary is to memorialize the Sarasota School of Art in the same way the Sarasota School of Architecture has effectively been preserved by highlighting the mid-century modern architectural era.

The estimated cost of producing this comprehensive documentary is between \$40,000 and \$50,000. Currently, Arts Advocates is approaching foundations, sponsors and donors to fund this community-based project.

SUMMER PROGRAMS

As the rate of vaccinations increases, Arts Advocates hopes to offer some summer programs, especially if an event can be held outside. Please stay tuned!

A handwritten signature in black ink that reads "Donna C. Maytham".

Donna Maytham
President

speaking of the arts...

a free Zoom presentation

March 3, 2021 | 1:00 pm

“Living and Sustaining a Creative Life” A Conversation with Sharon Louden

Sharon Louden is an artist, educator, advocate for artists, editor of the *Living and Sustaining a Creative Life* series of books, and the artistic director of the Chautauqua Visual Arts of Chautauqua Institution. She will discuss what it's like to wear multiple hats as an artist and what it means to sustain a creative life.

Her work is held in major public and private collections and has been featured in national and international publications. Louden is a faculty member in the M.F.A. fine arts program at the School of Visual Arts in New York. She actively serves on boards and committees of various nonprofit arts organizations, and volunteers her time to artists to help further their careers. To read more about Louden, visit her websites: sharonlouden.com and livesustain.org.

Speaking of the Arts... “Living and Sustaining a Creative Life” is co-sponsored by the Florida Watercolor Society and presented in collaboration with the Suncoast Watercolor Society and Ringling College of Art + Design. The program will be moderated by Jerry Chesley of the Arts Advocates collection team.

To access this Zoom program on March 3, click on the link below:

<https://zoom.us/meeting/register/tJEvfqvpjkvHt2ZEUE9xQ2PzG6Cb5ksTl0>



Sharon Louden

Save the Date

On Wednesday, March 24 from 3:00–5:00 pm our Curator, Mark Ormond, will share some of his comments about selected works from our Arts Advocates Collection. Several of you have expressed interest in becoming docents and this coaching session will help prepare you to lead a group through the halls of the Van Wezel.

If you are already a docent and would like to hear more from Mark, or if you are simply interested in learning more about the collection, you are also welcome to attend this Zoom tour.

Please contact me by email if you would like to reserve your space. Thank you.

Donna Maytham
pavlova03@comcast.net





The Hour of Illumination

Leslie Butterfield

"Throughout the pandemic, fellow Arts Advocates members Leslie Butterfield (visual artist) and Teresa Carson (poet) have continued to work on "Seven Sacred Pauses," their eight paintings/eight poems collaboration. Here are Leslie's painting and Teresa's poem for 'Hour of Illumination,' which is the noon hour.

The Hour of Illumination (Payne Park)

Teresa Carson

Called from our other work by sun,
the bees and I feast on
today's abundance of magnolia blooms.

More buds, tomorrow's show, have shed
their fur-like casings yet,
still tightly wound, withhold their thick perfume.

A nest of waxy leaves surrounds
what's here and what's to come—
though evergreen, they too will join the dropped
petals from yesterdays. In weeks
it all will disappear
into the earth's dark realm of roots and seeds.

But for now, in our midday hour, bees,
leaves, blooms, and I, are shining,
shining bright in not-quite shadowless light.



Serenity



Jewel

"I've found myself painting larger acrylic pieces with a calm color scheme. 'Serenity' is 24x30 and 'Jewel' is 24x36. It probably stems from the need to soothe the soul during this terrible pandemic."
~Donna Karambelas



Sun Salutation

"Our trips were cancelled in 2020, as were so many other plans for so many people. Painting is my way of reconnecting with the places I've been. I try to evoke the mood along with the memory, departing from the reference as I respond to the image emerging in front of me. I lose all sense of time as I work. I'm certain that's true for all artists. Our work becomes a refuge & a stabilizing force.

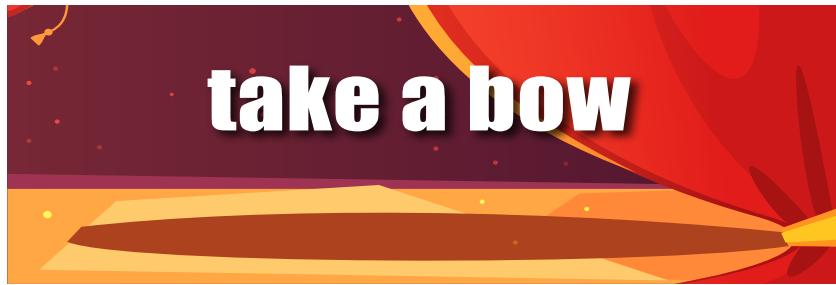
'Wetlands' recalls a trip to Maine, the marshland a mix of grasses and water reflecting the gray sky. 'Sun Salutation' was inspired by a little cat we met at a winery on the Greek island of Crete. Yoga practitioners will recognize the posture; cat owners will appreciate the longing for sun. Both of these pastel paintings, transported me out of the pandemic. I hope they can do the same for others."
~Cosette Kosiba



Wetlands

An Invitation to **create**

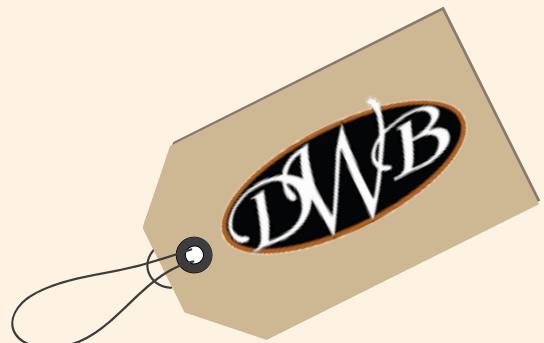
take a bow



- Carol Hirschburg for leading the GroundWorks consignment project.
- Barbara Fischer Long, Jeannette Paladino, Sarah Skebba and all Arts Advocates members who have donated consignment items to the Designing Women Boutique.
- Waddy Thompson for creating our new member recruitment program to begin in late summer.
- Priscilla Adams, Laurie Feder, Betty Ferguson, Evelyn Levin and Mark Muse for leading the nominating process.
- Kathryn Chesley for designing a new power point presentation about Arts Advocates.
- Petra Ratner and Kelly Fores for keeping us Zooming.
- Miqui Lora, Barb Sander, Judy Levine and the Collection Team members for imagining a program for classroom teachers.
- Rennie Carter, Nancy Roucher and the Program Team members for providing a roster of fascinating speakers.



The Arts Advocates
GroundWorks program has received questions regarding whether it is necessary to make an appointment before delivering items to the Designing Women Boutique — specifically those to be credited to Arts Advocates.



The following is the answer from Designing Women:

For items other than clothing the best times to take items are Tuesday, Wednesday or Friday afternoons.

For just clothing, the best times are Tuesday and Wednesday mornings.

An appointment is not necessary but Designing Women would appreciate a call to let them know you are coming. The phone number is 941 366 5293. Please be sure to tell the staff member who takes your items that they are to be credited to Arts Advocates.

where are they now?

Past Scholar Interview Bianca Borghi

A 2011 Scholarship awardee, Bianca Borghi is a graduate of Sarasota High School and received her college degree from Flagler College in St. Augustine with a double major in Fine Arts and Graphic Design. When asked what receiving our scholarship meant to her, her answer was especially meaningful for our organization, whose scholarship program is fundamental to our mission.

Bianca said, *"With the cost of college the money was important. But just as significant to me was the boost in self-confidence I gained. It was the first-time knowledgeable people, who were not my friends or family, recognized me for being talented in art."*

It may have been the first time, but it was not the last. During her senior year at Flagler, she was recruited by Brunet-Garcia, a growing advertising agency in Jacksonville, which she joined upon graduation. She was the firm's eleventh employee and is now one of 45.

A senior art director, Bianca is highly valued at the firm, whose website says of her, *"Being an Art Director is not so much a job to Bianca, as it is the logical extension of her passion. While the portfolio of work she has created for our clients features traditional tenets of advertising and graphic design, Bianca's instincts are those of a fine artist. Her application of photography, typography, grid systems, and vector graphics is elevated and helps turn campaign collateral into truly special brand elements."*

On the personal side, Bianca was born in Brazil to an America mother and a Brazilian father. Her family moved to the U.S. when she was two to be closer to her mother's family in Virginia, but the cold weather led them to a warmer climate, and they chose Sarasota.

When moving to Jacksonville where she knew no one, Bianca developed a social circle by joining a running club. She is now training for a half marathon. Through a friend, she became interested in free diving, and spends many weekends at springs in Florida, where she enjoys the beauty and the unspoiled environment.

But Bianca's major hobby is experimenting with different forms of art. Her vocation, not unexpectedly, is also her avocation. I am sure we can agree that FASS (now Arts Advocates) made a wise decision in supporting the dreams of this gifted young woman.

-Carol Hirschburg

