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ASSOCIATION OF CALIFORNIA  
SYMPHONY ORCHESTRAS

eNews

January 13, 2022

## February's **Ask An Expert Webinars** Focus on Marketing - Register Today

### **Marketing Optimization and Automation: Build Your Orchestra's Patron List & Improve its Search Engine Results**

**WEDNESDAY, FEBRUARY 2 | 11AM - 12:30 PM PT**

#### **Ask an Expert Webinar** **Marketing Optimization and Automation: Build Your Orchestra's Patron List & Improve its Search Engine Results**

Wednesday, February 2 | 11AM - 12:30 PM PT



**LaMae Weber**, CEO, Dream Warrior Group

**Behnam Nami Atae**, CTO, Dream Warrior Group

**Alex Fisher**, ArtDynamix Marketing Coordinator

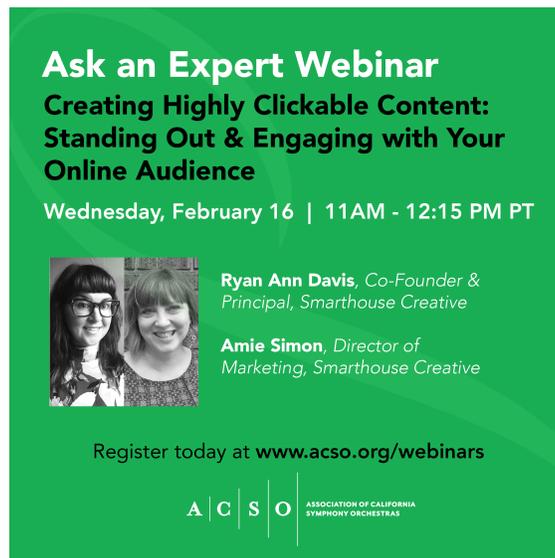
Register today at [www.acso.org/webinars](http://www.acso.org/webinars)

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"Optimization" and "automation" are important words for the success of your orchestra's web presence and digital audience engagement, and now, more than ever, they work together. In this webinar, the team from **ARTdynamix™** will define these terms, discuss best practices, and provide ideas on how you can move forward with Marketing Automation. (It's much easier than you think!)

## Creating Highly Clickable Content: Standing Out & Engaging with Your Online Audience

WEDNESDAY, FEBRUARY 16 | 11AM - 12:15 PM PT



**Ask an Expert Webinar**  
**Creating Highly Clickable Content:  
Standing Out & Engaging with Your  
Online Audience**  
Wednesday, February 16 | 11AM - 12:15 PM PT

**Ryan Ann Davis**, *Co-Founder & Principal, Smarthouse Creative*  
**Amie Simon**, *Director of Marketing, Smarthouse Creative*

Register today at [www.acso.org/webinars](http://www.acso.org/webinars)

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With so many events and organizations going online these days, it's important to create content that speaks to your audience and stands out from the crowd. **Smarthouse Creative** is a digital strategy and publicity agency that specializes in working with arts groups and events. We'll go over the essentials you'll need before starting a campaign, what types of content you'll want at the ready, and how to work with the social media platforms to maximize reach.

[Register for Webinars](#)

ACSO webinars are 60-to-90-minute online workshops covering an array of topics from fundraising to development to governance. Webinars are free to members and \$25 to not-yet-members.

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## January Virtual Peer Forums are for Small

# Orchestra ED's & Marketing/Patron Services Staff

TUESDAY, JANUARY 25 | 12:00 - 1:15PM PT

## EXECUTIVE DIRECTORS OF ORCHESTRAS WITH BUDGETS UNDER \$1 MILLION

**Facilitators:** Elizabeth Quivey, North State Symphony & Josh Banda, Sequoia Symphony Orchestra

**Who should attend:** EDs of professional orchestras (both CBA and non-CBA) with operating budgets under \$1 million.

## MARKETING & PATRON SERVICES STAFF

**Facilitators:** Virginia Marine, Monterey Symphony & Erin Nishimori, Modesto Symphony

**Who should attend:** Orchestra staff and volunteers who work in communications, marketing, PR, and patron services at orchestras and ensembles of any budget size.

**Virtual Peer Forums (VPFs)** are peer-to-peer conversations led by a facilitator and designed to connect you with your counterparts at other orchestras and ensembles in the ACSO membership network. This is a space to discuss working during times of transition, to exchange ideas, to ask questions, to share challenges, and to offer practices that have worked well (or not) for you and your organization. Most importantly, it is an opportunity to strengthen your professional networks and find colleagues to rely on for support.

VPFs are complimentary for members and \$10 for not-yet-members. Registration is required. Peer Forums on the same day will take place concurrently.

[Register Now](#)

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## ACSO Welcomes Back Julia Rael as Membership & Operations Coordinator



We are excited to announce that our former intern, Julia Rael, is now the newest full-time staff member at ACSO, taking over the role of Membership & Operations Coordinator. As our intern in 2021, Julia was an important part of planning our second Annual Conference Online. She then stepped into a communications role, managing our digital content and social media.

We are thrilled to expand her role even further and benefit from her talents and creativity as she keeps our office operations running smoothly and provides stellar support and services to our members.

Julia just graduated from USC with a degree in Choral Music and she cares deeply about the performing arts. We look forward to the impact she will make in her role with ACSO. Welcome back, Julia!

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## *ACSO Guest Blog*

# Betting Big: How Calculated Risks Paid Off for the Sequoia Symphony



In our first [ACSO Guest Blog](#) of 2022, Josh Banda, Executive Director of the

[Sequoia Symphony](#), tells the story of how his orchestra kept the music alive during the darkest days of the pandemic through the creation of their [Musical Uplink Digital Series](#). He shares how taking risks can often open the door to monumental change for the good of the community.

Josh writes, "We didn't want to lose sight of what and who we are. Our job is to celebrate great orchestral music and we just had to figure out how to do that in a new medium when music was needed more than ever." [Read the full story here.](#)

*Would you like to be a guest blogger for ACSO or do you have some ideas for topics or people you'd like to hear from? Let us know at [office@acso.org](mailto:office@acso.org).*

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## Updated Guidelines for Mega Events from the California Department of Public Health

In light of the recent surge of COVID-19 cases, the California Department of Public Health has just released new guidelines for events that now categorize "Mega Events" as any indoor event with 500 or more attendees and any outdoor event with 5,000 or more attendees.

To read the new guidelines that will go into effect on January 15, [click here](#)

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## California Arts Council's 2022 Two-Cycle Grant Season Begins on January 19



The California Arts Council (CAC) has just announced on January 6, 2022 that their 2022 grant season will consist of two cycles, A and B, with applications

opening in January and April, respectively. For more information and to review the grant guidelines, [click here](#).

Applications for Grant Cycle A will open on January 19 and will include the following grant opportunities:

- **Arts & Cultural Organizations General Operating Relief** – Up to \$30,000 in operational funding for arts and cultural organizations, prioritizing small organizations.
- **Cultural Pathways** – Up to \$30,000 for two years of support for arts programs in communities of color, recent immigrant and refugee communities, or tribal groups.
- **Impact Projects** – Up to \$20,000 for collaborative projects that center artists and artistic practice in responding to issues currently faced by California’s communities, prioritizing projects of small organizations.
- **JUMP StArts** – Up to \$50,000 for high-quality arts education and artists-in-residence programs for priority youth and young people impacted by the justice system.
- **Reentry Through the Arts** – Up to \$50,000 for arts projects for return residents who have experienced incarceration.
- **State-Local Partners** – Up to \$60,000 for general operating support and technical assistance for county-designated local arts agencies.
- **State-Local Partner Mentorship** – Up to \$40,000 to establish a county-designated local arts agency in a county with no such identified agency.

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## LA County Arts & Culture Seeking Input on Cultural Policy Strategies Public Comment

LA County Residents and Arts Organizations - let your voice be heard! Now through January 31, 2022, the LA County Department of Arts and Culture is seeking public comment on a draft set of Cultural Policy Strategy Proposals. The [Countywide Cultural Policy](#) has far-reaching potential to equitably expand resources for arts and culture—which in turn, expand civic engagement, quality of life, and community resilience. We live in a large and complex region with many funding needs, so the Department of Arts and Culture wants to hear what you think are the most important strategies for LA County to implement and fund. [Click here to choose your top three strategies.](#)

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## Jobs from the ACSO Career Center

Patron Services Associate (posted 1/11/22)  
**MUSIC@MENLO**

Lehrer Vocal Institute Manager (posted 1/11/22)  
**MUSIC ACADEMY OF THE WEST**

Music Librarian (posted 1/3/22)  
**MODESTO SYMPHONY ORCHESTRA**

Director, Orchestra Personnel (posted 1/3/22)  
**NEW CENTURY CHAMBER ORCHESTRA**

Director of Development (posted 12/22/21)  
**PACIFIC CHORALE**

Click here to view more career opportunities or to  
post a job in the ACSO Career Center



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