

A | C | S | O ASSOCIATION OF CALIFORNIA
SYMPHONY ORCHESTRAS

eNews

UPDATES & OPPORTUNITIES FOR CALIFORNIA'S ORCHESTRAS & CLASSICAL MUSIC FIELD

October 29, 2020

Free Webinar on Nov 19: Media Training for the Arts

Thursday, November 19 from 3:00 - 4:00 PM

[MORE INFO](#) | [REGISTER NOW](#)

The Arts Need You! Sign up today for our free webinar and join our Coordinated Publicity Awareness Campaign this December!

Stand up for the arts, cultural, and entertainment sector and join a statewide call-to-action for support. We need your voice! [Californians for the Arts](#), the [Association of California Symphony Orchestras](#), [California Presenters](#), the [California Association of Museums](#), and other statewide advocacy organizations are co-hosting a **statewide publicity campaign the week of December 7th** to raise awareness about the dire financial needs of our sector and how the arts can be a part of the solution to California's recovery.



ARTS NEED YOU!
Join our statewide awareness campaign.
Sign up today for a free webinar
Media Training for the Arts
Nov 19 • 3pm

 CALIFORNIANS FOR THE ARTS

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In order to be best prepared for the awareness campaign, [sign up for our free webinar](#) "Media Training for the Arts" on November 19 at 3pm with communications expert **Gaynell Rogers**.

The majority of California's arts and cultural organizations have been closed for eight months and many are facing existential threats. A toolkit will be available soon to help you to reach out to your local press, write an op-ed, meet with elected officials, and post on social media. Now is the time to articulate the need collectively.

About the webinar: Media training is a specialized form of communications training that helps media-facing individuals to anticipate reporter behavior, avoid common traps, and confidently focus on their messaging. In the arts we have to use carefully developed language that defines thought and has clear emotional pull. We carefully craft and prepare meaningful messages that matter. Citing data, real world statistics and monetary value we will want to clearly demonstrate the true value of all arts for people and their communities. The arts clearly are 'essential' to all humans and are proven to benefit their wellbeing. A toolkit including how to prepare for an interview, how to pitch and when, sample media releases, how to do due diligence on the journalist and the media outlet and why that matters, as well as tone of voice, body language and virtual toolkit tips will be presented.

Don't Forget to Register for Upcoming November Ask an Expert Webinars

ACSO's Ask an Expert webinars are 60-to-90-minute online workshops covering an array of topics, such as fundraising, marketing, and governance. Webinars are free to members and \$25 to not-yet-members. Topics, dates, and speakers are subject to change.

[Click here for more information and to register for both webinars.](#)



DEVELOPING YOUR ORCHESTRA'S DIVERSITY, EQUITY AND INCLUSION STATEMENT

Thursday, November 5, 11AM - 12PM PT

Presenter: Diane Burbie, *Managing Principal, The Aspire Group*

HOW TO ASK FOR \$ IN TOUGH TIMES: 12 TACTICS IN 36 MINUTES

Tuesday, November 17, 11AM - 12PM PT

Presenter: Matt Lehrman, Co-Founder, Social Prosperity Partners



Take the COVID-19 Impact on the Arts Survey by November 3 Deadline

We need to let policymakers know the disproportionate impact of COVID-19 on California's performing arts in order to effectively advocate for industry guidelines to reopen arts safely, prioritization of relief funding, and increased funding to the [California Arts Council](#), the state arts agency.

Our statewide advocate, [Californians for the Arts](#), has launched two surveys, one for [arts organizations](#) and one for [individual artists and cultural workers](#).

ACSO asks all our members to take one of the surveys before the November 3 deadline. This data is critical in supporting our advocacy efforts on behalf of California's classical music sector.

[SURVEY FOR ORGANIZATIONS](#) | [SURVEY FOR INDIVIDUALS](#)

Up & Down the Scale: June - October

We are excited to share the latest developments and changes in the professional lives of our members. [Click here](#) to read the most recent edition that covers member announcements made June through October 2020.

If you want to share the administrative, board, or staff member happenings at your organization, send announcements to office@acso.org.

Update: Reopening the Arts Safely

On October 21, 2020, the State announced that “[G]atherings for live musical, theatrical, and other artistic performances are permitted outdoors subject to guidance that is being prepared by CDPH. Stay tuned to learn more as the guidelines are released.”

From [COVID19.CA.GOV](https://www.covid19.ca.gov):

Are gatherings for musical, theatrical, and artistic performances

permitted?

Gatherings for live musical, theatrical, and other artistic performances are permitted outdoors subject to guidance that is being prepared by CDPH. Because such gatherings frequently involve the mixing of people from different communities creating a high risk of transmission of COVID-19, until that guidance is issued, such gatherings are allowed only in counties in the “Moderate” (orange) or “Minimal” (yellow) risk levels of the [Blueprint for a Safer Economy](#). In addition, performances are permitted only if, in the exercise of their discretion, the relevant local or city health officer approves the precautions taken to ensure the safety of audience members, performers and others connected with the performance. Performances may have no more than 50 persons in the audience in counties in the “Moderate” risk level and no more than 100 in counties in the “Minimal” risk level. If a local or city health officer approves a performance, the officer shall notify CDPH of the approval within two business days. During approved performances, all audience members and others not performing must wear masks, and audience members from different households must be spaced at least six feet apart when seated or otherwise viewing the performance. Performers who are not wearing face coverings must be at least six feet apart from each other.

Approval is not required for a live musical, theatrical, or artistic performance if, in aggregate, members of no more than three households attend, perform, or otherwise are involved in the performance.

New Scenario Planning Toolkit by the Wallace Foundation Aims to Help Arts Organizations Navigate Turbulent Times

As the COVID-19 pandemic continues its course, and the national conversation on racial justice raises important questions about equity, arts organizations face a volatile “new normal” with few certainties and many questions. A new toolkit, describing various paths the future might take, can help arts organizations make their way through this—and even see some silver linings.

[***Navigating Uncertain Times: A Scenario Planning Toolkit for the Arts & Culture Sector***](#) describes four possible scenarios for the pandemic’s course, and people’s behavior in the wake of it, over the next five years. The materials include an overview, detailed scenarios and worksheets to help organizations think through and plan for a response to each scenario. Although the planning

could be carried out by a single person, the authors recommend involving people throughout the organization in the endeavor, and they suggest ways to conduct planning workshops over a half day or full day or in multiple short sessions over a longer period.

Jobs from the ACSO Career Center

[Campaign Director](#) (posted 10/20/20)

SAN FRANCISCO SYMPHONY

[Artistic Director](#) (posted 10/19/20)

CARMEL BACH FESTIVAL

[Click here to view more career opportunities or to post a job in the ACSO Career Center.](#)