



MANITOBA
ARTS
NETWORK

MEMBER

News

Fostering arts and culture in rural and northern Manitoba

January 21, 2008

Did you know...

That participation in choral music leads to increased respiratory function, improved overall health, a heightened immune system and improved brain function.

New research from the University of Western Ontario concludes that performing in a choir "can keep you younger and healthier for longer". Similar other studies found that people who sing on a regular basis require fewer doctors' visits, are less prone to falls, don't need as much medication and are less likely to be depressed!

2008 Manitoba Arts & Culture Week



March 8 – 15.

This 3rd year is looking good already to do the broad public promotion of arts & culture in Manitoba – and that includes what you do! There is increased support by both the Manitoba Arts Council and the Winnipeg Arts Council towards this.

The slogan this year is GOT ART?

Handbills and posters are being developed with a new image. These will be available on the arts week website by the end of January. You will have the option of customizing information on the handbills to promote your own activities. The logo is available already on the website at www.mbartsculture.ca to download and add to your printings for that week.

MAC & WAC's support made it possible to contract marketing expertise who will do the media work to get maximum coverage – including media in your community. There is already participation of big players in the Winnipeg arts community – such as the WSO and the Wpg Art Gallery,

Ideas on how to pARTicipate?

- Consider how you can get attention of your public, even if you don't have an event scheduled during this time.
- If you have an event in or around this week, post it in the EVENTS section of the website. www.mbartsculture.ca
- Download the Arts Week logo from the website and include it in your promo material for your event.
- Contact your favourite reporter and give them a good news story that they could use for Arts & Culture Week coverage.
- Plan a public open house and invite your MLA to talk about their most memorable arts & cultural experience. (Everyone has had one.) The point is to make the connection and for them to get to know you.
- Ask your Mayor/Reeve to declare 'Arts & Culture Week' for your community.
- Do a community survey of what people are interested in? (High school project?)
- Ask a volunteer to research arts and cultural activity happening in addition to your events – church choir practices, readings at the library, artists in the school, festival planning meetings, community theatre rehearsals, quilting sessions, etc. Prepare a list and send it in advance to the media for Arts & Culture Week.

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Rural & Northern Art Show – July

Note that there was an error last month in the list of regional juried shows where the work for the Rural & Northern Art Show in The Bay in July will come from.

The Central Region juried show will be in Carman on May 9th, NOT in Baldur.

Performing Arts Program Bookings:

Upcoming block booked tours for 2008 and 2009 that are being finalized:

- Al Simmons in March 2008 (Northern tour)
- Shane Yellowbird in November 2008
- Jensen Songwriters in Jan/Feb 2009
- The Essentials in Spring 2009
- Everything Fitz in Oct/Nov 2009

Dean Harder will be filling in for Tanya Brunel as she will be taking some time as maternity leave. Dean is getting re-oriented this week and we're pleased to be working with him again.

Visual Arts Program Exhibitions:

Great response this past month in booking the two exhibitions we are offering.

Only October & November in 2008 are left for *Visiting the Collection* – a professional exhibition of work by 24 Manitoba master artists like Jackson Beardy, Wanda Koop and Tony Tascona.

ARTmarks: A Manitoba Bookmark Project is totally booked for 2008. In 2009, April to June months are already booked. This is a fun and interesting exhibition mounted in nine cases – easy to display and only \$100.

Dana Kletke, our Visual Arts Program Coordinator, is on vacation to February 3rd in Mexico. However Shannon Spence and I will probably be able to help you in the meantime.

Best Arts & Cultural Reporting - Manitoba Community Newspaper Awards

If you have received some good coverage by a reporter at your community newspaper, remind him/her to submit the article to their Mb Community Newspapers Association for the 2007 awards. Of all the submissions we get to jury for this award, there have only been a couple submitted that cover an event or news about one of our members.

Rural Reporter - Winnipeg Free Press

Has anyone noticed the excellent articles done lately by Bill Redekop? I first noticed December 2nd when he did an interesting piece on the art quilts of Norman & Sharon Schmidt from the Altona area, called "Creating art one stitch at a time". On January 5th, he did an article "Landscape Artists gets his Due" about an art exhibition by Peter Ward at the Portage Arts Centre. This week he wrote about the range of speakers that a neighbourhood group in Carman has been bringing in on Wednesday mornings.

Do put bill.redekop@freepress.mb.ca on your media list if you have a story that he could consider.

Making the News: Effective Media Relations for Non-Profit Organizations

An excellent workshop from Volunteer Manitoba in Winnipeg on February 6th might be "worth the trip". The cost is \$110 and includes book by veteran communicator, John Longhurst, who is delivering this workshop with the Entertainment & Life Editor of Wpg Free Press, Terry MacLeod of CBC Radio and Glen Cassie of City TV. Contact Denice Girdner at 1-888-922-4545 or email vmtraining@mts.net

That's it for now!

Lydia Giles
Administrative Director