

VSA Minnesota

credit and publicity

**Promotional Guidelines for
Artists-in-Residence Grant Recipients**
(Important Information for Residency Sponsors)



www.vsamn.org

vsa
MINNESOTA
The State Organization
on Arts and Disability

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info@vsamn.org



Dear Residency Sponsor,

VSA Minnesota is pleased to award funds to Artists-in-Residence projects this year. State support of the arts continues because you, your staff, and participants communicate with elected officials about the benefits that public support of the arts generate in your communities. We also want to take this opportunity to encourage you to think about the value our organization and programs provide to the community.

These credit and publicity promotional guidelines are designed to help you express that connection and communicate effectively with citizens and elected officials. Enclosed you will find instructions and tools for ways to acknowledge the funding you receive.

As a recipient of a VSA Minnesota Artists-in-Residence grant, we rely on you to publicize the difference that these funds make possible. Your help with this effort is greatly appreciated. In addition to the suggestions outlined in this packet, your creativity in telling your success stories can make a difference.

If you have any questions or suggestions, please contact me directly at (612)332-3888 , (800) 801-3883 ext. 3, or e-mail at craig@vsamn.org.

Sincerely,

Craig J. Dunn

Craig J. Dunn

Executive Director



VSA Minnesota
Artists-in-Residence Grant Recipients
Credit and Publicity Promotional Guidelines

School Year 2012 - 2013
(September 1, 2012– August 31, 2013)

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VSA Minnesota General Information

Mission

VSA Minnesota - The State Organization on Arts and Disability, founded in 1986, is a nonprofit organization that provides programs and services that make the arts available and accessible to Minnesota people with disabilities. The mission is to create a community where people with disabilities can learn through, participate in and access the arts.

Values

VSA Minnesota is dedicated to ensuring that music, theater, dance, creative writing, and visual and media arts play a part in the lives of all people. In addition, VSA Minnesota believes that experiences in the arts enhance personal growth, increase educational achievement and enable career success. Participation in the arts promotes acceptance and inclusion in all aspects of life.

History

VSA Minnesota is part of the national and international network of VSA organizations based in Washington D.C. through the Education Department of the John F. Kennedy Center for the Performing Arts. VSA offers programming in music, visual arts, writing, dance and other art forms directly through its network of 40 U.S. affiliates and in 65 affiliated organizations around the world. Formed in 1974 by Ambassador Jean Kennedy Smith, 18 years before the passage of the Americans with Disabilities Act, VSA was originally known as National Committee - Arts for the Handicapped. VSA has played a significant role over the years in changing society's attitudes toward people with disabilities. With that change, the organization has regularly looked at its own identity to ensure it is consistent with current attitudes and language used by the disability community.

VSA is not an acronym for our former name Very Special Arts nor for the other phrases we used such as Vision, Strength & Access. Words such as 'special' and 'handicapped' do not reflect current language trends in the United States and many other countries. Rather, VSA, VSA Minnesota and all of the other affiliates will acknowledge our former names and our history as being part of what brought us to where we are today and what informs our current composition. As we move forward, we will work to ensure that you know that we are the state organization on arts and disability – we're VSA Minnesota.

The Evolution of the VSA name:

1974: National Committee - Arts for the Handicapped

1985: Very Special Arts

1999: VSA arts

2010: VSA



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Credit Language

You are required to credit (with logo and credit lines) the funder of your grant in all printed materials and publicity for each residency project. Please use the following credits below:

This opportunity was made possible through a grant from VSA Minnesota and support funds from (residency sponsor).

VSA Minnesota is a non-profit organization whose mission is to create a community where people with disabilities can learn through, participate in and access the arts.

Other:

Some residencies may have additional sources for funding support. In these cases, please refer to these funders for the exact language.

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Where and How to Use Credit Language and Logo

These are ways to incorporate the Credit Language and the VSA Minnesota logo into your publicity and informational materials. Including this information in as many places as possible helps your community understand the impact of public funding of the arts. Be creative and add to this list of recommendations.

- **VSA Minnesota Logo:** Credit VSA Minnesota by using current logos. Visit our website to download the ***VSA Minnesota logo***.
- To avoid confusion at the post office, please include the logos on the inside of your mailed materials, not the outside.
- **Other Logos:** [Accessibility logos](http://www.freeclipartnow.com/signs-symbols/handicap/accessibility.jpg.html) are also available by downloading from the *Free Clip Art Now* website (<http://www.freeclipartnow.com/signs-symbols/handicap/accessibility.jpg.html>).
- **Promotional Materials:** Credit VSA Minnesota in printed materials (including newsletters, press releases, announcements, catalogs, educational materials and invitations), films/video tapes, electronic transmissions (including Internet sites), and non-written announcements (such as audio descriptions for people who have low-vision) regarding all activities to which these funds contribute.
- **Promotional Appearances and Print Interviews:** On television and radio appearances by your representative(s), verbally acknowledge, at least once during a broadcast, the support your organization received from VSA Minnesota toward your residency project(s). Also, you should acknowledge VSA Minnesota support in any newspaper, magazine, or online interviews about your residency project(s).

- **Programs:** Credit VSA Minnesota on the title page of printed programs in a type size no smaller than 12 point or 18 point for large print documents. When producing large print, it will be helpful to follow the general guidelines outlined in the [Accessibility TipSheet -- Large Print Programs](http://www.vsarts.org/accessibility/TipSheet_Formatting_Large_Print_Programs.pdf) (http://www.vsarts.org/accessibility/TipSheet_Formatting_Large_Print_Programs.pdf), which details conventional techniques for formatting documents with a word processor for better compatibility with assistive technology and more fluid transformation into alternate formats.
- **Advertising:** Credit VSA Minnesota in all project-related print advertising that is 10 column inches or larger.
- **Verbal Credit:** When written credit is not applicable, such as when there is no printed program, give verbal credit prior to each performance or activity. If an announcement is not feasible, please consider a sign in the lobby or activity space. Please refer to the organization as “VSA Minnesota – The State Organization on Arts and Disability.”
- **Speaking with Awareness:** VSA Minnesota promotes the use of “people-first” language — language that puts the focus on the individual, rather than on a disability. “People-first” language helps us remember that people are unique individuals and that their abilities or disabilities are only part of who they are. Gain additional knowledge about disability and tips for social etiquette and positive interactions by reading the **U.S. Department of Labor, Office of Disability and Employment Policy (US DOL ODEP): [Communicating With and About People With Disabilities](http://www.dol.gov/odep/pubs/fact/comucate.htm)** (<http://www.dol.gov/odep/pubs/fact/comucate.htm>).
- **Accessibility TipSheet -- Universal Design Resources On the Web:** Universal Design which looks beyond those minimums to develop environments that are functional and usable by the broadest number of people in our society, whether disabled or not, using seven key principles of design [Accessibility TipSheet](http://www.vsarts.org/accessibility/TipSheet_Universal_Design_resources_on_the_web.pdf) (http://www.vsarts.org/accessibility/TipSheet_Universal_Design_resources_on_the_web.pdf).

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Building Public Value

Below are suggestions for other ways that you can help inform people about the importance of public funding to the life of collaborations with arts organization and the community at large that promote increased access to the arts for people with disabilities.

- Write an article for your newsletter about VSA Minnesota’s role in your project and the difference that it makes to your educational programming.
- Arrange for an article in your local newspaper about VSA Minnesota-funded projects at your site.
- Host the Executive Director, staff or a board member of VSA Minnesota as a speaker at one of your important events.

- Create a lobby display or some other public exhibit for the library, the town hall, public school, etc. For example, showcase children's work from a VSA Minnesota-supported project.
- Organize a presentation by the Executive Director, staff or a board member of VSA Minnesota staff to your local civic or professional organization about resources available for teachers and parents of children with disabilities.
- Have children make posters or write letters to send to VSA Minnesota's Arts in Education programming funders:

Minnesota Department of Education
 1500 Highway 36 West
 Roseville, MN 55113
 Website: www.education.state.mn.us

Minnesota State Arts Board
 Park Square Court, Suite 200
 400 Sibley Street
 Saint Paul, MN 55101-1928
 Website: www.arts.state.mn.us

VSA and Accessibility Department
 The John F. Kennedy Center for the Performing Arts
 2700 F Street NW
 Washington, DC 20566
 Website: www.vsarts.org/education/vsa/

- Send letters to state legislators thanking them for their support of VSA Minnesota.
- Send a special letter home to parents from the principal describing the work of VSA Minnesota and the place it has in supporting your educational programs.
- **If you need further information on VSA Minnesota**, its history, services or activities, please call Craig Dunn, Executive Director at 612-332-3888 ex. 1, e-mail craig@vsamn.org or visit our website at www.vsamn.org.

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Publicizing Your Grant

We urge you to let the press know about your grant award and the specifics of your organization and funded residency project(s).

- The *Arts Access Newsletter* is published two to three times a year by VSA Minnesota. It publicizes information about VSA Minnesota upcoming activities and recent events; news and opportunities for artists with disabilities; news about arts education workshops, all funded residencies, festivals and national VSA calls for art; a calendar of events; and donation or volunteering opportunities. Your organization and funded residency project(s) may be briefly described and possibly accompanied by a photo (permitted by guardians) taken during the residency.

- You can receive each issue by mail (8-page print with pictures, large print, Braille), email (formatted, unformatted, Word attachment, PDF file with pictures), or other alternative formats by contacting Jon Skaalen, Program Coordinator at 612-332-3888 ext. 2, e-mail jon@vsamn.org.

To help elected officials understand what the investment of public funds for arts activities accomplishes, we strongly encourage you to contact your State Senator and Representative(s) and U.S. Senator and Congressperson for a quote to include in your own press releases relating to programs supported with public monies.

- You can draft a quote for them to review and approve. For example, they could comment on how public support enables your organization to reach new audiences...foster community development...provide the highest quality programming...develop models for integrating the arts into the curriculum, etc. The State Legislature, Governor and Congress appropriated the funds to make your organization's grant possible.
- **For further information on who your state legislators or Congressional representatives are**, how to contact them or the process of state and federal appropriations for the arts, contact [Minnesota Citizens for the Arts](http://www.mncitizensforthearts.org) at 651-251-0868 or visit the website (www.mncitizensforthearts.org).

Please note while you are receiving the grant now, a feature article may be done several months later about your organization or particular project once it is up and running. Please make every attempt to acknowledge the VSA Minnesota in these articles.

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Photo Credits: Patricia Burger, Jane Freeman, Maureen Gunderson, Jenny Masterson, Linda McPherson, Erin Phelps-Stark, Jenea Rewertz-Targui, photos from VSA Minnesota School Year 2008-2009 Residencies.

Sample Press Release for Artists-in-Residence Grant Funding

The sample letter below highlights several key points you will want to cover when contacting local media to express your appreciation for the funding you will receive as a result of your recent grant award from VSA Minnesota. Please feel free to revise the letter as you see fit. You also may craft your own letter to your local media, if you prefer. If you choose to craft your own letter, make sure to reference the **VSA Minnesota** as the sources of your grant funding.

Date

For Immediate Release

Organization Contact Name

Contact phone, fax and e-mail address

Press Release Headline

(CITY) (Year) -- The (name of residency sponsor) is pleased to announce that it has received a grant from VSA Minnesota, a statewide nonprofit arts organization. It supported (summarize residency project). (Number) students with disabilities and (number) peers in (grades) from (name of residency sponsor) were engaged in an artist residency with teaching artist (name) during (date).

VSA Minnesota's Artists-in-Residence Grant Program pairs professional artists with schools and educational settings throughout the state of Minnesota. Residency projects are designed to enhance creative expression and personal development through arts experiences for students with disabilities and their peers.

Commenting on the experience, (name), student said, "Quote."

(Name of culminating event) will be held on (day of week), (date), at (time) at (location). The (event and/or reception) are free.

This opportunity was made possible through a grant from VSA Minnesota and support funds from (name of residency sponsor).

VSA Minnesota works to create a community where people with disabilities can learn through, participate in and access the arts.

For more information, or if you need accommodations (ASL interpreting or Audio Description), please make arrangements in advance with VSA Minnesota, 612-332-3888 or 800-801-3883 (voice /TTY), email info@vsamn.org or visit www.vsamn.org.

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Sample Thank You Letter to Legislators for Artists-in-Residence Grant Funding

The sample letter below highlights several key points you will want to cover when contacting your legislators to express your appreciation for the funding you will receive as a result of your recent grant award from VSA Minnesota. Please feel free to revise the letter as you see fit. You also may craft your own letter to your legislators, if you prefer. If you choose to craft your own letter, make sure to reference the **VSA Minnesota** as the sources of your grant funding.

Date

Your organization's letterhead OR
Your organization's name
Organization address
City State Zip

The Honorable (name of your state senator or state representative)
Legislator's address
Legislator's City State Zip

Dear (Title and Name, e.g., Senator Klobuchar):

I am pleased to inform you that our, (name of your organization), has received an Artists-in-Residence grant of \$(amount of grant) from VSA Minnesota, a statewide nonprofit arts organization whose mission is to create a community where people with disabilities can learn through, participate in and access the arts. As one of the organizations receiving an Artists-in-Residence grant from the VSA Minnesota during Fiscal Year 20xx, we wish to extend our gratitude for your continued support of public arts funding through state appropriations.

This grant will be used to assist us in presenting (indicate programming activities to which the funding will be provided). (Add one or two sentences telling why the grant funding is important to your organization and your community – how it makes a difference, including the economic impact on your community or impact on young people with disabilities, if applicable.)

On behalf of (your organization's name), I would like to invite you to attend (name of culminating event), which will be held on (day of week), (date), at (time) at (location). To RSVP or to receive more information concerning this event, please contact (name of contact person) at (include phone number, fax, email address, and website).

Sincerely,

(Signature)
(Type your name)
(Include your title with the organization)

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