



As of Monday, June 7, 2010 there are **8,438** opportunities to participate in **644** unique events produced by **285** different organizations in **366** different locations across the Commonwealth. There are **23** days remaining in the Celebration.

Singing their Praises . . .

Last month, the Planning Team acknowledged our financial contributors and sponsors, this month we would like to highlight the efforts of the in-kind sponsors that have made this Celebration possible.

Virginians for the Arts Foundation is serving as the fiscal agent for MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts*. Together, we work toward our mutual goals to strengthen the visibility of the arts in Virginia and to foster collaboration among arts partners.

The Planning Team would also like to extend our thanks to in-kind contributors **Westminster Canterbury Richmond** and the **Richmond Ballet** who have generously supported their full-time employees as they have served on the Planning Team. We thank both organizations for not only giving of time and company resources but also for demonstrating leadership in the arts by committing to MINDS WIDE OPEN when it was just an idea on paper.

Neathawk, Dubuque & Packett (ND&P) was selected as our marketing firm in December of 2008 and since then has contributed over \$160,000 in pro-bono services to the Celebration. From hands-on service at both Art Works for Virginia conferences, to detailed coordination of the media launch at the Governor's Mansion, ND&P has demonstrated excellence in the Advertising and Public Relations fields. In just the first two months of the Celebration, ND&P has leveraged earned print media to a circulation of over 20 million. ND&P has done outstanding work on MINDS WIDE OPEN, and the arts community of Virginia is fortunate that this firm of talented and hardworking professionals has taken such an interest in the statewide celebration. Want to hear members of The Planning Team literally SING their praises? At our one year anniversary with

Neathawk, Dubuque & Packett, we dedicated [this tune](#) to our partnership.

Old Dominion University is providing telecommunications assistance that is vital to the planning team. Early on, **BCF**, an ad agency in Virginia Beach, helped us create the name for our collaboration as well as the initial logos. **Media General** generously donated talent creating our initial website. The availability of these resources was critical to the success of our early fundraising and outreach efforts.

A big thank you to [BCE](#), [Media General](#), [Neathawk, Dubuque & Packett](#), [Old Dominion University](#), [Richmond Ballet](#), [Virginians for the Arts Foundation](#) & [Westminster Canterbury Richmond](#) for your generous support of *Women in the Arts*.

Post Your Photos

Collaboration is one of the main goals of MINDS WIDE OPEN which was designed to bring the hundreds of Virginia artists and cultural organizations together, under one umbrella. In that spirit, we would love to see your photos from *Women in the Arts*. We invite you to post your photos on the MINDS WIDE OPEN website: www.ArtsVA.com and on our Facebook page.

Post on www.ArtsVA.com

1. Visit the photo [upload page](#) on our website
2. Enter your name, your email and a description for your photo(s) in the photo upload form
3. Upload your photo – it must be a .jpg or .jpeg file and less than 1000KB in size
4. Submit your photo
5. Photos will appear on the site within 24-48 hours

Post on Facebook

1. To do this, you or your organization must be registered to Facebook & a fan of MINDS WIDE OPEN. For instructions on signing up and becoming a fan, please refer to our [social media tips](#)
2. Once on the MINDS WIDE OPEN fan page, place your cursor in the input field for comments at the top of the 'Wall' tab (the default page)
3. Type in your comment and/or the description for your photo
4. Click 'Attach' underneath the text field to view the four attachment icons (one for attaching a link, one for attaching an event, one for video, and one for photo)
5. Click on the photo icon
6. You will be given 3 options:
 1. Upload a single photo

2. Take a new photo with your webcam
3. Create an album with many photos
7. Select Upload a single photo or create an album with many photos and select which photo(s) you wish to upload to our page
8. Make sure 'everyone' is selected next to the share button, so that the entire MINDS WIDE OPEN network can see your photo(s)
9. Ready to post? Click 'share'

www.ArtsVA.com . . . An Award-Winning Website!

The MINDS WIDE OPEN website www.ArtsVA.com, developed by ad agency Neathawk, Dubuque & Packett (ND&P), has served as the hub of activity for both participants in the field as well as audiences throughout the Commonwealth. From the planning phases, we have used the site to share tips, tools and documents with the field. In recent months, the website has been the main resource for the public. The home page and ad templates have recently been recognized by the Service Industry Advertising Awards (SIAA) with several awards.

As *Women in the Arts* continues through June, remember the Celebration doesn't end in 2010. The Steering Committee (21 major arts organizations who initiated MWO) have selected the theme for the **2012 MINDS WIDE OPEN** celebration: ***Virginia Celebrates Children and the Arts***. Susan Hirschbiel will continue her role as Chair of MINDS WIDE OPEN. Gus Stuhlfreyer, Virginia Opera, will Chair the Steering Committee for *Children and the Arts* with Elizabeth Murphy, Fairfax Symphony, as Vice Chair. Put that creativity and collaboration to work and start planning for 2012!

The **MINDS WIDE OPEN** Planning Team

Questions? Please contact us via email at vamindswideopen@gmail.com



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Got this as a forward? [Sign up](#) to receive our future emails.