



## **MINDS WIDE OPEN:** *Virginia Celebrates Women in the Arts*

As of May 1, 2010, exactly **7,842** performances, exhibitions and other opportunities to attend **588** separate events have been registered on our website. These literary, performing, visual and media arts events showcase the outstanding work being produced by **260** different cultural agencies in every area of the state, making this the largest collaboration in Virginia history. Additional events are being added every day. Please visit [www.ArtsVA.com](http://www.ArtsVA.com) to see for yourself.

### **Bank of America puts MWO at Fundraising Goal**

The Planning Team is pleased to announce that Bank of America has joined the statewide celebration as a sponsor of MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts*. This generous support takes MINDS WIDE OPEN to 100% of its fundraising goal. Thanks to Victor Branch and his colleagues for putting us up over the top.



### **Thanking our Sponsors**

The MINDS WIDE OPEN Planning Team has created an ad that recognizes and expresses our appreciation to our *Women in the Arts* sponsors: Altria, Bank of America, Dominion, Norfolk Southern,

Virginia Commission for the Arts, Virginia Tourism Corporation and SunTrust. We need your help in thanking these sponsors for their generous contributions to the statewide marketing campaign. If your playbills/programs have not yet gone to print, we encourage you to include this ad. Or, you might consider posting this ad on your website, near your event listing. It can also be added as an image to your Facebook page along with any other MINDS WIDE OPEN images you might be posting for your event(s). As you know, we will soon be shifting our focus to work on MINDS WIDE OPEN 2012: *Virginia Celebrates Children and the Arts*. Your visible acknowledgement of our sponsors will go a long way in helping us say "thank you." This ad is available for [download on our website](#) in black-and-white and color.

### Standing Ovation Vacation Sweepstakes

There is still time left to "Win a getaway...to the arts!" Whether your heart's desire is to escape from it all—or to it all—the arts will transport you to a world of renewal and rediscovery. Now you can literally send your inner artist packing with Virginia's Standing Ovation Vacation Sweepstakes, a one-of-a-kind opportunity to sample Virginia's arts and culture. Register today at [www.ArtsVA.com](http://www.ArtsVA.com) for your chance to win!

### Government Proclamations

Municipal Proclamations have been issued in:

- City of Newport News - Mayor Joe S. Frank
- City of Norfolk - Mayor Paul D. Fraim
- City of Richmond - Mayor Dwight C. Jones



We would like to have as many Virginia cities, counties, and towns issue proclamations in support of the statewide celebration of the arts. Please contact your Mayor or members of city and town councils or county boards of supervisors to ask them to issue such a proclamation.

Doing so gives you an excellent opportunity to talk about, not only the statewide celebration of the arts, but also how the arts in general, and your organization in particular, contribute to the quality of life and economic vitality of your community.

[Download the Mayor's Proclamation on our website](#). It does not matter if a locality uses this exact language. The important thing is to have as many cities, counties and towns as possible issue a proclamation. If the proclamation is adopted in your area, please [report back to us](#).



**Senate Joint Resolution No. 141** was introduced to the Virginia Senate on January 25, 2010. You can [download a copy here](#) and use as part of your proposal for the Government Proclamation. **House Joint Resolution No. 247** was introduced to the Virginia House of Delegates on February 8, 2010. You can [download a copy here](#) and use as part of your proposal for the Government Proclamation.

The MINDS WIDE OPEN Planning Team would like to thank Delegate Anne B. Crockett-Stark of Wytheville and Senator Patricia S. Ticer of Alexandria for their patronage of these resolutions.

### **Maximizing Social Media**

Are you interested in creating a buzz about your upcoming MINDS WIDE OPEN event or sharing its successful outcome? If you do not have a Facebook, Twitter and YouTube account, we highly encourage you to get one now – take advantage of the [social media tips](#) listed in the “participant toolkit” section of our website. Social media strategies are a great way to reach a large network and signing up is easy. MWO is represented on each of these various social media networks (you can link directly by clicking on the social media icons on our homepage). To maximize social media exposure, create an account on each network and connect with MINDS WIDE OPEN:

- [Follow us on Twitter](#)
- [Become a fan on Facebook](#)
- [Subscribe to us on YouTube](#)

From there, begin to build your professional network by searching for other art organizations, businesses, press outlets and individuals to connect with on each of these networks. Once your network is developed, broadcast what your organization is doing; link to your website, press releases or media coverage; create photo galleries and video sneak peeks. Most importantly – interact and be social! The purpose of social media tools is to be social, to foster a more personal relationship with those interested in you and what you represent. Sharing information to your followers and fans is great, but what's even better is involving them in the flow of information. So ask questions, thank those that compliment you and take the time to formulate personal responses.

- **Tweet** on Twitter:

- Please use the #MWO hashtag when talking about your MINDS WIDE OPEN events. Become a follower of @mindswideopen and retweet us, we'd LOVE to retweet about your events, but we have to know you're out there. Lastly, retweet other #MWO events. If your organization retweets the Symphony's concert, when it comes time for your event the Symphony might retweet you. Together, we can reach huge audiences of people!
- Sample Tweet: The Chrysler Museum presents Music in the Galleries: Evenings at Tiffany's. FREE from 6-9pm! #MWO event near you, #Norfolk!

- **Update Status** on Facebook:

- Your Facebook fans want to hear how rehearsals are going, they want to read lines from previews and reviews, they want to countdown the days with you until your event and they want to know you're excited for them to participate. These are all great ways to utilize your Facebook status. You can also tag your friends in status updates--become a fan of MINDS WIDE OPEN and you can tag us in your statuses so that it shows up on our wall for our fans AND on your wall for yours! In addition, if you've created a Facebook event with an open guest list, you can tag that event in your status, allowing more fans to click on it and RSVP.
- Sample Status Update: Richmond Ballet Windows by Artistic Director Stoner Winslett opens 1 WEEK from today! Submit your questions here on Facebook for Ms. Winslett, Suzanne Farrell, Victoria Morgan, Celia Fushille and Dorothy Gunther Pugh - the only five female artistic directors of major ballet companies in the U.S. - and join us at The Glass Slipper

Ceiling April 28th to hear the answers!

- **Post a video** on YouTube:
  - Posting videos to the web doesn't get much easier than YouTube. Once these videos are posted, it provides an EXCELLENT link for your Tweets and Facebook status updates!

Take these steps and you will be participating in another form of interaction taking place during the Celebration!

### **Build on the Theme**

Do you want to take your *Women in the Arts* events to the next level? Early reports from the field share that audiences and patrons are connecting more to the theme when the event includes: a curtain speech acknowledging participation in the Celebration, a talk back or Q&A session with women artists, or special recognition of notable area *Women in the Arts*. If you have a story to share about your early MINDS WIDE OPEN event(s), please send us an [email](#)!

Success stories are also coming from the many partnerships forged through MINDS WIDE OPEN. If you partnered with an organization to celebrate Women in the Arts – please [report back](#) to us with your stories.

### **Submit your Collateral Materials**

Have you used the MINDS WIDE OPEN logos, descriptions and/or ads in your promotional materials? Please send us copies of the materials that include the MINDS WIDE OPEN name, logos, descriptions and ads. Please submit materials by mail to:

Melinda Scott, Statewide Coordinator  
c/o Westminster Canterbury Richmond  
1600 Westbrook Avenue  
Richmond, VA 23227

If you cannot mail hard copies, email documents to [vamindswideopen@gmail.com](mailto:vamindswideopen@gmail.com), subject line: Promotional Materials.

Sincerely yours,

The **MINDS WIDE OPEN** Planning Team  
Peggy Baggett, Susan Hirschbiel, Keith Martin, & Melinda Scott

Questions? Please contact us via email at [vamindswideopen@gmail.com](mailto:vamindswideopen@gmail.com)



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