

A.R.T.S.

ARTS RESOURCES TO SHARE • RESOURCES FOR THE ARTS ORGANIZATION FROM THE OKLAHOMA ARTS COUNCIL

Oklahoma Tourism Marketing Associations Offer Member Benefits

Oklahoma currently has tourism marketing associations in Frontier Country, Green Country, Red Carpet Country, Lake & Trail Country, Kiamichi Country and Great Plains Country. Services may vary but the goal is the same—promote travel and tourism by sharing expenses, lowering costs, and providing more promotional opportunities to increase exposure/visibility.

What is their purpose?

These associations promote attractions, events and activities in their area of the state to the surrounding region, other parts of the state, and beyond.

What do they provide?

Although membership fees and benefits vary, most offer some form of cooperative advertising, print opportunities, literature distribution and promotional opportunities.

How do I get further information?

To determine your country, go to www.travelok.com/ourcities/, select a category, view “Select a City in this Region” and check for your city. To contact the associations, call: [Central Oklahoma](#) - Kay Hunt, Frontier Country Marketing Association, Oklahoma City - 405.842.3232 or 800.FUN.OKLA

[Northeast Oklahoma](#) - Jackie Stewart, Green Country Marketing Association, Tulsa - 918.599.7546 or 800.922.2118

[Northwest Oklahoma](#) - Jeannette Graves, Red Carpet Country, Alva - 800.447.2698

[Southcentral Oklahoma](#) - Paula Baken, Lake & Trail Country, Tishomingo - 580.371.9422

[Southeast Oklahoma](#) - Bill Grant, Kiamichi Country, Hugo - 580.326.5598

[Southwest Oklahoma](#) - Bob Bostick, Great Plains Country Association, Altus - 580.482.0210

New Marketing Tool - “Arts Over Oklahoma”

As a reminder, don’t forget to add the new Web-based cultural calendar (www.ok.artscal.org/) to your marketing toolbox. It’s a great way to publicize your events and at no charge! Remember, it’s a searchable database and since it’s linked with other statewide arts agencies, the audience potential is enormous! So, arts organizations, get registered and post those upcoming events!

Marketing Workshop

As part of their “Excellence in Nonprofit Leadership and Management Certificate Program,” The Center for Nonprofit Management in Oklahoma City is offering a workshop on “Marketing: Connecting with Your Clients and Community” on Wednesday, October 25. Highlights include steps for developing a marketing plan, information development for making better marketing decisions and communicating an accurate, positive, and compelling image for your organization. For additional information or to register, call Linda Samara at 405.236.8133, ext. 210.

Open Records Act

The purpose of the Open Records Act is to "ensure and facilitate the public's right of access to and review of government records so they may efficiently and intelligently exercise their inherent political power." The legislation is codified as the Open Records Act*, 51 O.S. 1991 and Supp. Sections 24A.1 to 24A.24 hereinafter referred to as the "ORA" or "Act." See http://oklegal.onenet.net/oklegal-cgi/get_statute?99/Title.51/51-24A.2.html

and read through the Act (press "Next").

* We strongly recommend reading the entire Act as this treatise is not all encompassing but a summary of selected applicable points.

As with Oklahoma's Open Meeting Act, whether an entity is a public body and subject to the Act is determined by whether the entity is "supported in whole or in part by public funds or entrusted with the expenditure of public funds or administering or operating public property."

In addition to other records which are kept, every public body has a specific duty to keep complete records of the receipt and expenditure of any public funds, except that such records may be disposed of as provided by law.

Is the information a public record?

A record may take many forms. The information sought must have been "created by, received by, under the authority of, or coming into the custody, control or possession of public officials, public bodies, or their representatives in connection with the transaction of public business, the expenditure of public funds or the administering of public property."

What public records must be disclosed?

"All records of public bodies and public officials shall be open to any person for inspection, copying, and/or mechanical reproduction during regular business hours." (If the public body maintains less than 30 business hours per week, see the Act regarding notice requirements.)

The Act provides for prompt, reasonable access to records but the public body may adopt "reasonable procedures" for their review and release. A request form may be required before it is processed, but this or any other procedure cannot be used as an obstacle to disclosure. The entity does not have a duty to create a record if it is not already in existence. Copying, reproducing, certifying copies and search fees are addressed in the Act.

Exceptions to disclosure under the Act- Portions of the following examples may be confidential (see Act for details): privileged information; personnel records; personal notes and personally created material; proprietary information; educational information; and personal communications relating to the exercise of constitutional rights.

The burden of establishing that a record may or may not be kept confidential is upon the public body. "Any reasonably segregable portion of a record containing exempt material [must] be provided after deletion of the exempt portions."

Penalties for violation of the Act- "Willful" violation of any provision of the Act is a misdemeanor punishable by a fine of up to \$500.00 or imprisonment in the county jail for a period not to exceed one year, or both. A person who is improperly denied access to a record may bring a civil suit for declaratory or injunctive relief and may be awarded attorney fees if successful. However, a public body is not civilly liable for damages resulting from disclosure of records pursuant to the Open Records Act.

Decision 2000

This year is a critical election year that will determine who will be in the White House and who will serve in Congress starting in 2001. The American Arts Alliance is providing a guide for nonprofit arts organizations on what they can do to educate people running for office without jeopardizing their nonprofit status. Check out "Decision 2000" at www.artswire.org/aaa and do your part to make sure the arts have a strong voice.

Not sure who represents you?

"Project Vote Smart" at www.vote-smart.org/index.phtml can help. Scroll down the left frame to "Find Your Candidates and Elected Officials," enter your zip code, including the four-digit extension, and hit "Go." There's even a "Find Your Zip+4" feature if you're not sure what it is!

Conferences

"Bricktown Live"—The Oklahoma Arts Council's annual Touring Program showcase of artists will be held Saturday, October 14, noon to 9 p.m., on the upper level concourse of the Bricktown Ballpark. Come see performances on four different stages every 15 minutes. More than 200 artists will be participating. Best of all—it's free and open to the public!

Native Arts Network: 2000

New York City, October 11-14, 2000. Atlatl, Inc. and the National Museum of the American Indian are presenting, "Evolution and Innovation, the Native Arts Network: 2000 Conference." This biennial gathering of Native artists, scholars, curators, educators and arts organization leaders will examine trends and issues in the field of Native American arts. For information phone Atlatl at 888.828.5285, e-mail: atlatl@atlatl.org or Web: www.atlatl.org/

Hard Copy

Guide to Grantseeking on the Web—

Tips and strategies on how to evaluate and use Web-based funding materials. Provides both novice and experienced Web users with a gateway to the numerous online resources available to grantseekers.

Available from The Foundation Center, 79 Fifth Avenue, NY, NY 10003-3076, 800.424.9836 or <http://fdncenter.org/marketplace/catalog/web.html>

Senior Theatre Connections: The First Directory of Senior Theatre Performing Groups, Professionals and Resources—

The book is a source for information about the field of senior theatre and is designed to aid both beginners and professionals alike, providing useful tools for new or expanding performing arts programs for senior citizens.

Distributed by ArtAge Publications, P. O. Box 12271, Portland, OR 97212-0271, 800.858.4998 or www.seniorthatre.com

Web Connections Quarterly Highlights

www.openstudio.org/info-url1595/info-url_show.htm?topics_attrib=505—Valuable links to copyright information including the U. S. Copyright Office.

www.mapnp.org/library/index.html—Free Management Library for nonprofits is categorized by 69 popular topics that expand to a total of 675 highly integrated topics.

www.asu.edu/xed/npmi/topten.html—Top 10 Lists for Nonprofits compiled by The Nonprofit Management Institute at Arizona State University include free e-mail newsletters, job listing sites, resource Web sites, online corporate and foundation grant applications.

A.R.T.S. editor: Marla Clark
A.R.T.S. designer: Bliss J. Butler
Published by the Oklahoma Arts Council
as authorized by Betty Price, Executive Director
Quik Print has printed 500 copies of this
publication at a cost of \$96.01

Copies have been deposited with the Publications Clearinghouse
of the Oklahoma Department of Libraries.



NONPROFIT ORG.
U.S. POSTAGE
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OKLA. CITY, OKLA.
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Funding Opportunities

Meet The Composer New

Residencies—Arts organizations together with community-based organizations working with a composer in a three-year residency.

Deadline: September 15, 2000

Information: 212.787.3601, ext. 101
www.meetthecomposer.org/

Arts and Artifacts Indemnity

Program—Congress created to minimize the costs of insuring international exhibitions. Museums or other non-profit organizations which are planning to bring works of art and artifacts from abroad to this country, or send works of art abroad for temporary exhibition should contact the Indemnity Administrator to determine if the exhibition would be eligible for coverage.

Deadline: October 1 and April 1

Information: 202.682.5574

<http://arts.endow.gov/guide/Indemnity/Intro.html>

Target Foundation—Funds arts and social action programs in local Target communities. Current arts focus is on family-oriented arts experiences and the goal is to make the arts more accessible and affordable for the whole family.

Deadline: February 1 through November 1

Information: Applications for grants are filed with and distributed by individual Target stores.

<http://target.com/company/community/guidelines.asp>