

2009-10 VSA arts of Minnesota Access to Performing Arts Project



You Need The Arts.
The Arts Need You.

The Goals of the Access to Performing Arts Project are to:

- * Assist performing arts groups in making programs and spaces accessible to people with hearing, vision, mobility or other disabilities;
- * Promote high professional standards of interpreting, description and captioning;
- * Connect arts organizations with high-quality, theatrical American Sign Language (ASL) Interpreters and Audio Describers;
- * Offer educational opportunities for theatrical ASL Interpreters, Describers & Theatres;
- * Build mail/email databases of audience members who attend performing arts events.

Benefits to participating arts organizations:

- * **Matching funds up to \$100** to enable the ASL Interpretation, Audio Description or Captioning for each of TWO productions (total \$200 by July 2010);
- * **Subsidized tickets (up to \$7 each)** for individuals who are Deaf or Blind & one companion;
- * **Marketing and publicity** to organizations, individuals, publications and media sources used by people who are Deaf, Hard of Hearing, or Blind (email, web, brochures, voicemail).
- * **Contact info** for qualified ASL Theatrical Interpreters, Audio Describers and Captioners.

Responsibilities of participating performing arts organizations:

- * Present a production offering ASL, Audio Description or Captioning accommodations in a venue that is wheelchair-accessible;
- * Book qualified ASL interpreters, describers and/or captioners in advance;
- * Publicize the production in VSA's Accessible Performance Calendar (which also helps to avoid conflicts with other accessible performances);
- * If you need audio description equipment, reserve & return (free) from the Guthrie Theater;
- * Include accessibility features/graphics (ASL, AD, etc.) in your media and web publicity;
- * Capture names/addresses/e-mail if possible of audience members using Access services.
- * Return *Access to Performing Arts* Final Report within 1 month of the event to receive funds;

Responsibilities of VSA arts of Minnesota:

- pay theatres matching interpreter/describer stipends & audience subsidies;
- set up training/orientation meetings for theatres, Interpreters and Audio Describers;
- build/maintain lists of ASL Theatrical Interpreters, Audio Describers and Audience;
- develop supporting materials, and fulfill grant responsibilities;
- distribute publicity of ASL/AD performances to:
 - * Disability organizations and agencies, and offices serving students with disabilities;
 - * Individuals and Community Centers serving the Deaf and Blind communities;
 - * Media with disability, arts or entertainment constituencies;
 - * E-mail distribution lists, websites (Access Press, TCDeaf.com, others) and voicemail recordings at VSA arts of MN and MACT Hotline (612-706-1456 or 800-290-2428).

Access to Performing Arts Project, VSA arts of Minnesota, 528 Hennepin Ave., #305
Minneapolis, MN 55403; Fax 612-305-0132; jon@vsaartsmn.org or www.vsaartsmn.org
For More Information: 612-332-3888 voice/tty or Greater Minnesota 800-801-3883

How to Get Reimbursed by the Access to Performing Arts Project

- * **Make Contacts NOW** – Good ASL Interpreters and Audio Describers book months in advance. VSA arts of Minnesota can provide lists of people available and can tell you what other accessible performances are planned on the dates you're considering.
- * **Ask for Interpreter/Describer matching funds** – Send the attached Request for Funds and Publicity Form at least 5 WEEKS before shows (so we can get the word out) to:
VSA arts of Minnesota, 528 Hennepin Ave., Suite 305, Minneapolis, 55403
612-332-3888 Voice/TTY, Fax 612-305-0132, or e-mail: jon@vsaartsmn.org.
Each performing company or venue is eligible to receive TWO mini-grants of up to \$100 each for two different productions between July 1, 2009 and June 30, 2010. (If we obtain more funding, we will reimburse additional accessible productions.) If you would like to make a fund-raiser accessible, we will publicize the ASL/AD/etc. but can NOT fund it.
- * **Ticket Subsidy** – VSA arts can reimburse you for ticket discounts offered to patrons who are Deaf/Hard of Hearing/Blind/Low Vision who use the ASL or Audio Description service and to one companion. This applies to every production for which you send us a request in advance (not just the two shows per year receiving interpreter/describer funding). The VSA subsidy is \$7 for tickets priced \$14 or higher, 50% for tickets priced under \$14. Once we receive your short Final Report and (hopefully) contact information for patrons wanting updates on other accessible performances), VSA will reimburse you by check.
- * **Advance Publicity** – Put ASL/AD performance information on your advance publicity (season brochures, media releases, postcards, e-mails, website, etc.) and put VSA arts of Minnesota on your mail/email list. Access to Performing Arts calendar listings go out once a month to media and individuals (20th-25th of each month), thus the need for 5 weeks' notice.
- * **If you need Audio Description Equipment** – You can reserve it from the Guthrie Theater: audio describer mask/microphone headset, listener headsets and rechargeable batteries. Contact Guthrie Access Coordinator Hunter Gullickson, hunterg@guthrietheater.org or 612-225-6243; pick up at the Box Office, 818 Second St. S., Minneapolis 55415.
- * **Reservations** -- Prepare your box office staff with information to give prospective deaf/blind patrons: accessible show date(s), names of ASL interpreters or audio describer, ticket discounts, transportation directions (exact address for Metro Mobility), summary & running time of show, availability of a sensory tour, wheelchair seating, alternative formats available (large print, e-mail, computer disk, Braille). If they ask for an *Access to Performing Arts* discount, **take the patron's name, address, phone # & e-mail** (for building the patron database and confirming subsidies), and tell them the ticket price they will pay.
- * **Credit** - Whenever possible, credit funders of accessibility accommodations to alert other audience members to the availability of this service for their friends. For instance:

Accessibility services (Audio Description or American Sign Language Interpreting) are provided in part by the Access to Performing Arts Project funded by VSA arts of Minnesota and the United Arts Fund of COMPAS.
- * **After the performance, mail, fax or e-mail within one month** of the event:
(1) the Final Report (which we send you upon receiving the Request/Publicity form),
(2) a copy of the employment agreement with the audio describer or interpreter, and
(3) names/contact info of people who received subsidies. VSA arts of Minnesota will reimburse you for half of the describing/interpreting fee up to \$100, plus ticket subsidies.

THANK YOU -- and have a successful, accessible run!

Request for Funds & Publicity for Accessible Performances Access to Performing Arts Project

At least **5 weeks** before your Audio Described (AD) or ASL-interpreted show, send this request to: Jon Skaalen, VSA arts of Minnesota, 528 Hennepin Ave, #305, Minneapolis, MN 55403; jon@vsaartsmn.org; Fax 612-305-0132. FMI: 612-332-3888 ext. 2 or 800-801-3883.

Your Name: _____ Date: _____

Organization: _____

Address: _____

Phone: (____) _____ Fax (____) _____ Email: _____

Are you seeking VSA funding for ASL/AD costs for this show? _____

Will you participate in the Access to Performing Arts ticket subsidy? _____
(ASL/AD audience member pays less; VSA reimburses you up to \$7 per person)

Show Information:

Performing Co./Artist: _____

Performance Venue: _____

Venue Address: _____

Box Office Phone: (____) _____ TTY (if available) (____) _____

Website: _____ E-mail (tix): _____

Performance Title: _____

Author(s): _____

ASL-Interpreted Show Dates & Times: _____

ASL-Interpreter Name(s): _____

Audio Described Show Dates & Times: _____

Audio Describer Name: _____

Captioned Show Date, Time, Captioner: _____

Ticket Price range: \$_____ - \$_____. Price for users of ASL or AD service: \$_____

Production Run (first thru last dates): _____ to _____

Approximate Running Time (2 hours? etc.) _____

Summary of play: _____
