

PROMOTE YOUR SHOWS TO NEW AUDIENCES: People who are Deaf or Hard of Hearing, People who are Blind or of Low Vision

Here are a few ways to promote shows that will be interpreted in American Sign Language for audience members who are deaf or hard of hearing, or Audio Described for people who are blind or of low vision. You can reach these groups through VSA arts of Minnesota and/or reach them directly by adding to your lists of media and potential audience members.

THROUGH VSA ARTS OF MINNESOTA:

1. Send your arts event info in advance to:

VSA arts of Minnesota

528 Hennepin Avenue, Suite 305

Minneapolis, MN 55403; or

Email: jon@vsaartsmn.org; or

Fax: 612-305-0132.

For more info, call 612-332-3888 or 800-801-3883, voice/tty.

We maintain a calendar of shows and arts events that are interpreted or described. The calendar is distributed via:

- * two voicemail recordings: VSA, Phone: 612-332-3888 or 800-801-3883, ext. 4, and the MACT Hotline, Phone: 612-706-1456 or 800-290-2428, ext. 4;

- * monthly e-mail to people who want the ASL list only, AD only, Captioning only, or all ASL/AD/Captioning;

- * occasional e-mail updates of new or revised scheduling to the same lists;

- * several websites:

VSA arts of Minnesota: <http://www.vsaartsmn.org>;

Minnesota Association of Community Theatres (MACT): www.mact.net;

Access Press: www.accesspress.org;

TCDeaf.com: www.tcdeaf.com.

- * first Tuesday of the month on KFAL's Disabled & Proud weekly radio program (7:00 to 7:30 p.m. each Tuesday at 90.3 FM Minneapolis, 106.7 Saint Paul;

- * forwarding or reprinting by various organizations to interested individuals;

- * monthly publication in Access Press;

- * emailing to daily and weekly metro newspapers for including in their calendars;

- * inclusion on Radio Talking Book broadcasts;

- * brochures distributed at City Gaviidae Common, Hennepin Center for the Arts, Landmark Center, the Guthrie, etc. (Other venues wanted).

2. Ask for mailing labels of either (or both) ASL audience (about 125) or Audio Description audience (about 55). We can send this in a text-delimited e-mail file, in Excel, Word, or copy in label format and mail or fax to you.

THROUGH YOUR OWN PUBLICITY:

TO DEAF/HARD OF HEARING AUDIENCES for ASL-Interpreted Shows:

1. Send advance info of ASL shows to TCDEAF.com, which is one of the key media used by the Deaf community in Minnesota –
FLYERS: flyers@tcdeaf.com;
ANNOUNCEMENTS AND SUBMISSIONS: submissions@tcdeaf.com;
ADVERTISEMENTS: Alan Parnes ARPINMN@aol.com.
2. Send advance info to the Thompson Hall Deaf Club Newsletter, 651-633-8093, MnDeafNews@aol.com, 1824 Marshall Avenue, Saint Paul, MN 55104-6009.
3. Send a flyer to Merriam Park Library, which has a bulletin board and resource section for deaf and hard of hearing people: 1831 Marshall Avenue, Saint Paul 55104.
4. Metro Deaf School: kbroberg@metrodeafschool.org.
5. MN North Star Academy (another Deaf school):
info@mnnorthstaracademy.org.
6. MN State Academy for the Deaf: Denise.Reid@state.mn.us, PO Box 308, Faribault, MN 55021; (507) 332-5451; www.msad.state.mn.us.
7. Metro Registry of Interpreters for the Deaf (MRID): mridweb@charter.net.
8. Metro Assn for Hearing Impaired (MAHI) Newsletter: dgehlbach@aol.com.

TO BLIND/LOW VISION AUDIENCES for Audio Described Shows:

1. Send advance info on AD shows to the social club coordinated by Vision Loss Resources, Attn: Stacy Shablott Wertheimer, stacys@vlrw.org, or by mail to 1936 Lyndale Avenue S., Minneapolis 55403; Phone: (612) 871-2222 x114.
2. Radio Talking Book: sholland@ssb.state.mn.us.
3. MN State Academy for the Blind, wkarli@msab.state.mn.us; 400 Sixth Avenue SE, Faribault 55021; Phone: 800-657-3634; Fax 507-332-3631; www.msab.state.mn.us.
4. American Council of the Blind of Minnesota quarterly newsletter for any events of special interest to the blind community: Ken Rodgers, KGR@isd.net (deadlines 15th of March, June, September, December).

Contact:

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