

Article #1

Email: The Worst Form of Communication

This article relates to our discussion on fundraising and the importance of personalized communication. Aside from productivity issues, it also discusses how email discourages creativity and collaboration due to formatting concerns. I chose this since email is such a large part of communication in many organizations, and its important to understand its faults. It also shows how we can be more sincere and creative with donor outreach.

<https://www.prospectmagazine.co.uk/society-and-culture/email-the-worst-form-of-communication-yet-devised-by-humankind> (Links to an external site.)

Article #2

**Black people hold just 32 of 585 board seats at L.A.'s top arts groups
(Titled differently on the Arts Journal Webpage: Survey: Boards of LA 's Arts Organizations Don't Reflect The Demographics of the Region)**

In class, we discussed the different factors of making a good board of directors. This article shows the communities in LA don't have boards that properly represent them, and it explains that this can affect what voices these organizations highlight. It then calls on boards to fight for more diversity within their ranks. I chose it since its such a big issue, and we can use this to understand how little diversity there will be in boards if we don't actively consider it.

<https://www.latimes.com/entertainment-arts/story/2021-05-25/museums-theaters-black-board-of-directors> (Links to an external site.)

Article #3

Cash for Cate? Struggling arts groups offer donors online access to stars ((Titled differently on the Arts Journal Webpage: Arts Organizations Turn To Stars For Fundraising)

In this article, it discusses how many arts organizations desperately turned to celebrities to promote their organization during Covid through online events. It discusses how many experienced "Zoom fatigue" and how organizations used traditional celebrities or other performers to encourage continued giving. I chose it because its a relevant issue in today's world, and it helped me learn how to use access to celebrities as an incentive for donation and support.

<https://www.theguardian.com/culture/2021/jan/03/cash-for-cate-struggling-arts-groups-offer-donors-online-access-to-stars> (Links to an external site.)

Article #4

In a Pitched Battle Over Equitable Arts Funding, Washington, D.C.'s Culture Sector Is Tearing Itself Apart

Grants were a large topic of discussion in class, and this article discusses the restructuring of DC grants. Largely, these changes were meant to provide more support to smaller and more diverse organizations, but it caused controversy since many traditional DC organizations that relied on the grants no longer received them. I chose it since DC has so many important arts organizations, and I learned the danger of relying on specific grants.

<https://news.artnet.com/art-world/washingtons-arts-organizations-pitted-against-each-other-2004861> (Links to an external site.)

Article #5

The Arts Worlds We Want: Solidarity Arts Economies

This discusses how the arts can help improve economic equity, which ties to the topic of how arts can benefit communities and economies. It highlights several arts nonprofits that provide POC artists with economic support in order to not only encourage more art, but aid in the sustainability of these arts communities. I chose it because of my interest in smaller artist support, and I learned the many ways arts communities can be supported.

<https://nonprofitquarterly.org/the-art-worlds-we-want-solidarity-art-economies/>