

Dear Jim, This crossed my
desk today & I thought
you'd be interested.

a friend on the
east coast.

have. Kniza



Janet & Ed -
you guys probably know
all about this but thought
I'd pass it on
more-the-less -
Jim

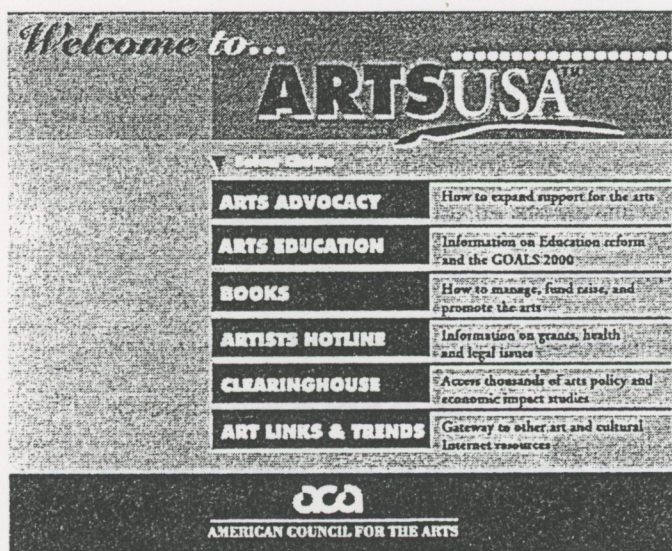
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For Immediate Release

AMERICAN COUNCIL FOR THE ARTS TO GO "LIVE" ON INTERNET ON ADVOCACY DAY, MARCH 14

Advocacy, Clearinghouse, Bookstore, and Other Features
to be Part of Major On-Line Arts Information Service

Look for ArtsUSA™ at: <http://199.222.60.120/>



A sample of ACA's "Home Page"

New York, NY -- March 14 -- In a major new initiative, the American Council for the Arts (ACA) will launch on Advocacy Day a World Wide Web site on the Internet -- ArtsUSA™ -- which will make available information about arts advocacy, arts education, the ACA National Arts Policy Clearinghouse, the ACA Catalog, and links to other arts sites worldwide. ArtsUSA™ will be immediately accessible to the 30 million

plus users of the Internet. The announcement was

made today by Luis R. Cancel, President and CEO of the American Council for the Arts.

The first elements of ACA's ArtsUSA™ on-line information service -- Arts Advocacy information and the ACA Catalog -- will be up and running by March 14, with additional services to follow over the next few weeks. ACA's Web site opens with its "Home Page" (see graphic). This page will be a gateway to all of the arts information stored at the ACA site. By simply pointing and clicking, users will be able to tour ACA's Web site, search for critical arts information, shop in the ACA Catalog, send e-mail messages to lawmakers, and more -- all free of charge. Special sections will be set aside for "ACA Members Only" access.

Sections of ACA UpDate -- ACA's arts policy newsletter -- will appear on line, as well as relevant Congressional committee lists and lawmakers' addresses (phone, fax and e-mail numbers). Future plans call for an

on-line magazine on the arts -- **ArtsUSA™ Magazine**.

"**ArtsUSA™** will bring the arts world up-to-speed when it comes to advocacy efforts and dissemination of information about arts issues," said Luis R. Cancel, ACA President and CEO. "The **ArtsUSA™** Web site is graphically exciting, interactive, and will be growing with new features and information week by week."

ArtsUSA™ will be very user-friendly. After clicking on the subject icon of choice, the user will be instantly linked to a new menu of choices within that category. The following menus will be immediately available on ACA's "Home Page":

- The **Arts Advocacy** menu will guide the user through an array of options, including selected articles from *ACA UpDate*, information about contacting lawmakers of the 104th Congress, cultural news and dialogues on current issues on ArtsWire, in-depth profiles of important government figures, and collected essays on public policy debates of cultural issues.
- The **ACA Catalog** appears on line in color graphics, with icons leading the browser through the Catalog sections: Cultural Diversity, Artists, Trends, Careers, Presenting and Performing, Management, Public Policy, and Arts Education. Buyers can order by calling **ACA Books at 1-800-321-4510**--or by following the simple steps to order on-line.

And in the coming months, look for more menus to appear:

- The **Arts Education** menu will provide current news on arts education legislation and initiatives, as well as listings of arts education groups and other critical information for arts educators and advocates. Sections include selected articles from *ACA UpDate*, information on *GOALS 2000* with links to searchable government electronic files, and reviews and information about arts education books and software.
- The **ArtsUSA™ Cafe** will be an area where users can conduct on-line discussions on the arts. Browsers can join conversations relating to dance, music, the visual and performing arts.
- **Artists Hotline**, an outgrowth of ACA's toll-free Visual Artist Hotline (1-800-232-2789), will feature current information on grants and awards for artists, as well as referrals on a wide variety of available programs and services.
- **National Arts Policy Clearinghouse** will open up ACA's wealth of arts policy information. The service will make available abstracts on publications, speeches, studies, surveys, research papers and other

specialized materials on the arts and arts policy.

- **Art Links and Trends** will provide information about the NCUAF (National Coalition of United Arts Funds) as well as links to related arts and cultural Web sites worldwide. These links will provide users with vast reserves of arts information, reviews of dance, literature, music and theater, on-line museums and galleries, and even Web Tools to help the user navigate the World Wide Web.

Users will be able to access ArtsUSA™ through ACA's Internet address <http://199.222.60.120/> After

May 1st, the address will be <http://www.artsusa.org/>

The American Council for the Arts (ACA), celebrates its 35th anniversary as a national not-for-profit membership organization serving the arts. Founded in 1960, it is one of the oldest continuously operating arts service organizations in the United States. Its mission is to promote public policies that advance and document the contributions of the arts and artists to American life. Publishers and distributors of over 175 arts-related policy and career publications, ACA also provides legislative information through its monthly newsletter *ACA UpDate*. The National Arts Policy Clearinghouse is one of the nation's leading centralized resources for arts information, and the Visual Artists Information Hotline provides information on funding and other resources to artists. For more than a decade ACA has organized National Arts Advocacy Day as well as the Nancy Hanks Lecture on Arts and Public Policy, and other prestigious conferences and public forums. ACA maintains an affiliate relationship with the National Coalition of United Arts Funds, a 75 member organization committed to fostering and promoting federated fundraising campaigns in the arts.

The American Council for the Arts (ACA) wishes to thank the generous supporters of our effort to provide timely information on national arts policy issues through ACA's National Arts Policy Clearinghouse and Archive. Their support of the Clearinghouse has made this Web site possible:

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Elton B. Stephens and Ebsco Industries Inc.
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Barbara and LeRoy Rubin
Jeffrey Weisman
Davies/Weeden Fund
Robert D. and Colleen G. Haas
Gerald D. Blatherwick
Sarah N. Mauger