City of Pasadena Cultural Affairs Division



Annual Grants Program Guidelines 2012/2013

Art and Culture Grant Category I

Art and Culture Grant Category II

Art and Culture Grant Category III

Arts Education Partnership Grant Category

Individual Artist Grant Category

Issued: February 14, 2012

Due date: Wednesday, May 15, 2012, 4:00 PM

Funding period: July 1, 2012 through June 30, 2013

CITY OF PASADENA ANNUAL GRANTS PROGRAM

The Pasadena Arts & Culture Commission and the Cultural Affairs Division are pleased to bring you a number of opportunities for 2012/2013 to support the work of the individual artist, bring the creative process into the classroom, fund the programs of our cultural institutions, and aid in long-term planning for the cultural community. We seek to ensure that the cultural infrastructure is strong throughout Pasadena so that you can focus on the important work of producing, designing, communicating, educating and celebrating. Please note changes to the application this year.

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ABOUT PASADENA

Pasadena: The Cultural City

Pasadena is a historic center for the creation, presentation and preservation of art and culture as well as a leader in scientific and technological research and discovery. The city's founders set forth to build "the Athens of the West." Today, Pasadena is unique as a nexus of the contemporary arts and culture.

Pasadena is richly diverse in creative traditions, highlighted in our civic treasures in American, African American, Native American, Latino, Asian and European art and design, as well as our community traditions and festivals. Artists and artisans have made their homes in Pasadena for generations, thus integrating the artistic experience into the fabric of the community. Pasadena's highly respected cultural institutions continue to provide Pasadena with artistic experiences unparalleled in quality and innovation. Pasadena's community leaders recognize the importance of the arts in the development of a strong community through education, economic development and tourism, community building, youth and senior services, and artist support. The result is a community committed to the importance of a cultural life for each and every citizen, rich in complex history and invigorated by contemporary creativity.

Pasadena Arts & Culture Commission

The Pasadena Arts & Culture Commission is a 9-member body appointed by City Council to work with the Cultural Affairs Division to make recommendations to City Council regarding the needs, opportunities and strategies to support the arts and culture in Pasadena. Among the Commission's responsibilities is the annual distribution of City General Fund grants monies as well as the management of the Cultural Trust Fund, an ongoing funding source for programs and activities that take place throughout Pasadena that is funded through the City's Public Art Program.

City of Pasadena Cultural Affairs Division

Cultural Affairs is Pasadena's facilitator for art, design, cultural activities, international cultural initiatives and special events. Cultural Affairs promotes Pasadena in Southern California and nationally as a center of American cultural history as well as a vibrant arena for the creation of new art and design. The Annual Grants Program is designed to support the creative life of Pasadena through four grant categories and expand public access to the arts in our community.

ELIGBLE PROJECT OR PROGRAM SUPPORT

The Annual Grants Program provides support for the following types of projects:

- The presentation and/or production of visual or performing art works including but not limited to visual art exhibitions, dance or theatrical performances, or multi-media work.
- Reasonable percentages of project or program salaries and benefits, and/or fees for artistic and administrative personnel and positions related to project or program.
- Marketing promotion, publicity and or outreach activities
- Arts education activities or programs
- Exhibitions
- Performances
- Expenses included in the overall production or presentation of an ongoing or new program, included but not limited to: costumes, sets, art or production supplies, facility or space rental.
- Administrative and organizational support, including but not limited to: strategic planning or consultancies, governance and leadership development, information technology that improves web presence
- Temporary public art projects. Projects will require additional approval through community meetings and Arts and Culture Commission.

For support of festivals or parades, please review the Annual Festival and Parades Program Guidelines and Application which is a separate funding program -- also available on the Cultural Affairs Division website.

The following conditions apply for any projects or program supported by the City of Pasadena's Annual Grants Program:

- Project or program must take place between July 1, 2012 and June 30, 2013.
- Project or program must take place within the geographic boundaries of Pasadena and be accessible to the general public.
- Efforts must be made to conduct suitable and appropriate outreach to the broad Pasadena community

- Project or program must comply with Fair Labor Standards and pay professional performers, artists and supporting personnel at least the minimum level of compensation paid to people employed in similar activities.
- Applicants may apply to more than one category but can only be awarded one grant per cycle from the Annual Grants Program OR the Festival and Parade Program. If an applicant is eligible to receive more than one grant, the application with the highest qualifying score will be awarded.

Ineligible projects and programs - the following are projects NOT funded by the Annual Grants Program:

- A project or program undertaken by any city, county, state or federal agency.
- A project or program undertaken by any City of Pasadena payroll employee, current Arts & Culture Commissioner and his/her immediate family,
- A project or program undertaken by any organization in which a Commissioner serves in a paid or key decision making capacity as per the City of Pasadena's Legal Department policy.
- Capital Improvement Projects or equipment purchases.
- Fundraisers or other events not open to the general public.
- A project or program which is clearly intended for commercial gain.
- A project or program undertaken by a private school.
- A project or program that occurs before July 1, 2012 or after June 30, 2013.
- Retirement of deficits for previous year's project or program

Project and Program Definitions

For the purposes of the Annual Grants Program, *project* is defined as a singular or series of one-time or recurring activities or events which are presented during a specific period of time – generally a short timeframe. Projects can change from year to year and are often developed to take advantage of opportunities and/or resources. Projects may also be a particular portion of an enterprise, including identified fixed costs or expenses for a specified activity. *Examples of a project include: performance, exhibition, production, a community outreach campaign, salaries or contract fees, publicity, marketing, design fees, materials, supplies, a recurring lecture series, or an appropriate portion of a project's administrative and or artists fees.*

For the purposes of the Annual Grants program, *program* is defined as a series of activities or events which are ongoing during the grant period. Generally, programs occur over time and are developed with a longer time frame in mind. While the content or people involving in program delivery may vary; the original program intent and goals do not change without significant planning or evaluation. *Examples include: an after school arts education program involving many types of workshops and artistic disciplines; an annual subscription season of performances (as opposed to a single run of an artistic work), presented bi-annually, an ongoing Artist-in-Residence presented at a community center.*

To clarify the distinction between a project and a program -- a project is the marketing campaign for the production of one play; a program is the annual production of an entire season of plays.

Both projects and programs have specific goals, objectives, and impacts on the organization, its audiences, participants, and the community. In responding to Part II of the narrative sections, applicants should be able to clearly articulate how the project or program supports the mission and organizational goals. Reasons for the undertaking a project should be explained. Similarly, the rationale and process for the development of a new program should be described.

GRANT CATEGORIES AND DESCRIPTIONS

Art and Culture Grant Category I (less than \$200,000); Art and Culture Grant Category II (\$200,000 up to and including \$500,000); and Art and Culture Grant Category III (over \$500,000)

- This is a program and program support grant, including support for: exhibitions, performance, education, outreach, and marketing.
- General operations and equipment are not fundable.

Eligible Art and Culture Grant Category organizations must meet the following conditions to apply:

- Must be a Pasadena-based, non-profit, Arts/Culture organization with a tax exempt status, as defined by the IRS.
- Must be a Pasadena-based, non-profit, social service organization with a tax exempt status, as defined by the IRS, that offers arts and cultural programs to Pasadena residents, presented by a majority of Pasadena artists and or managed by a majority of Pasadena arts professionals.
 OR
- Must be a non-profit social service (or other non-Arts/Cultural) organization with a tax exempt status, as defined by the IRS, partnering with a Pasadena-based arts organization or artist(s).*
- Must be a Pasadena-based arts group or arts organization without a tax exempt status who has obtained a fiscal
 sponsor/receiver for an ongoing project or one time only project. For further information see Fiscal Receiver, page 11
 (Note that social service non-profits without a tax exempt status are not eligible for projects with a fiscal sponsor.) *

"Pasadena-based" is defined as maintaining principal offices, studio, or other facility within the boundaries of the City of Pasadena. Post Office boxes alone are not sufficient.

- * When partnering with another organization, the budget of the lead or sponsoring organization will be considered for review and determination of funding category placement. Therefore, the partnering organization is free to apply independently for funding of another project.
- Function with a board of directors or advisory committee that meets regularly and plays an active role in supporting the organization or activity;
- Demonstrate sound artistic direction;
- Demonstrate sound financial and administrative direction;
- Have a Dun & Bradstreet D-U-N-S Number. (For directions on how to obtain one, please see page 11). (Individual
 artists or Individual arts educators are not required to obtain a D-U-N-S number);
- Comply with the City of Pasadena Affirmative Action/Equal Opportunity Practices Provisions, Chapter 4.09 of the Municipal Code;
- If a previous City of Pasadena grantee, you must have successfully fulfilled all past contractual obligations with the City, without default, including submission of final reports and/or evaluations;
- If a first-time applicant, or have not applied since the 2006/2007 cycle; you must attend a Cultural Affairs sponsored grant-writing workshop. If you do not attend a mandatory workshop, your application will be deemed ineligible. For details, please see Technical Assistance: page 11.
- For Arts Culture Grant Categories I, II, and III established less than 4 years (note change in years established from 5 to 4); an audited statement or the most recent financial report, prepared by the organizational accountant and signed by the board president and accompanied by Federal 990, no more than two years old, is required.
- For Arts Culture Grant Category III applicants, five years or older, an independent financial audit, review or compilation no more than two years old is required. (*Please note change in age of audit from four years to two*).

Arts Education Partnership Grant Category

- Arts Education Partnership (AEP) Grant Category was designed to enhance a student's learning experience through
 the development of arts programs as they relate to standards-based curriculum themes in history, social sciences,
 mathematics, language arts and science.
- AEP applicants can be:
 - Pasadena Arts/Culture organizations; OR
 - Pasadena Non-Arts/Culture Organizations partnered with a Pasadena Arts/Culture Organization or an Individual Artist Educator or Artist Team; OR
 - o Individual Artist Educators; OR
 - o Artist Teams
- AEP programs include presentations, classes, and workshops in visual, performing, and multi-media arts.
- AEP programs may take place during regular school hours, as an after-school program, during the weekend, or during the summer, or be focused on the training of Pasadena Unified School District (PUSD) teachers or artists as PUSD art educators
- Proposed AEP programs must reflect and demonstrate, through documentation, the content standards for National / PUSD / California Public Schools (see website: http://www.cde.ca.gov/be/st/ss/documents/vpastandards.pdf)
- AEP application must include a sample lesson plan, actual or intended, and a sample evaluation form.
- The Individual Artist Educator offers a unique educational experience and is considered equally valuable when compared to organizational programs. They are considered equally, providing they meet these guidelines.

- Off-campus programs such as cultural field trips are considered equally valuable when compared to in-school programs. The activities are equally considered, providing they meet these guidelines.
- Non-Arts/Culture Organizations must include a current letter of agreement is required from all partnering schools AND partnering Arts/Culture Organizations in the AEP application.
- Applicant may offer on- or off- campus programming without a school partnership ONLY if the program
 - 1) is managed by or in partnership with a Individual Artist Educator or Arts/Culture organization; and
 - 2) is documented with the definable goals, guidelines, and follow-up, evaluation and assessment procedures, and these are provided with the application for review.

Partnering School

- Eligible partnering schools include all those in the PUSD, grades pre-K through 12. Private school partnerships are not eligible for this funding.
- A current letter of agreement from a PUSD school principal or program coordinator for each partnering school is required.
- o Partnering schools MUST provide an additional 50% match to the funds awarded to an individual artist, artistic team, or art/culture organization partner. However, up to 50% of the matching funds may be in-kind goods and services. For example, if an artist/organization is awarded \$10,000, an additional \$5,000 must be provided by the school, of which \$2,500 must be in cash and the balance--up to \$2,500-- may be in-kind goods and services. To better integrate the artist's work into curriculum, in-kind matching may include teacher time spent out of the classroom preparing for this project, up to 15% of budget cost. The contributed matching funds may also come from a combination of one or more schools. The maximum requested funding per artist/organization is up to \$10,000. However, it is unlikely that an award amount for the full request will be granted. There is no limit to the number of applications a school may submit with different partners; however there is also a maximum of \$10,000 in requested funding per individual school.
- Administrative expenses may not exceed 15% of the total project budget. Funds may be used only for artist's fees, interpretive materials and administrative expenses. Administrative fees are capped at \$25 per hour even though actual personnel hourly rate may be higher. Travel, food, and permanent equipment (valued at over \$100) are not eligible for funding.
- An Arts/Culture Organization or Artist Team applying to this category does not have to be Pasadena-based, provided 50% of the program's artistic personnel either live or work in Pasadena. Priority will be placed on funding a Pasadena Artist Team or Pasadena Arts/Culture Organization, as opposed to an Artist Team of Arts/Culture Organization located outside of Pasadena, if the applications are of similar artistic quality and intent.
- An Individual Artist Educator applying to this category must live or work in Pasadena.

Please note: In the Art Education Partnership Category, those applications that reflect a partnership with a PUSD school but do not have a letter of agreement from the school principal will be disqualified.

Individual Artist Grant Category

- Individual Artist may not receive more than one grant in a three-year period. If you have received a grant between 2009 and 2012, you are ineligible to apply for funding in this grant cycle.
- An individual artist living or working in Pasadena may apply for up to \$5,000 to support exhibitions, performances or special projects. As it is unlikely that an award amount for the full request will be granted, please identify other possible sources of support for your project.
- The artist will demonstrate that these monies will aid the artist by enhancing his or her career in a clearly definable way. *Example*: A choreographer may apply for funding to support a full-length show, which he/she has not yet accomplished in his/her career.
- An artist not living in Pasadena must show proof of lease or ownership of a studio, or own other property in Pasadena, be locally employed, or be permanent teaching staff or guest lecturer employed during the application cycle at a Pasadena school (primary through university).
- The funded product must take place in Pasadena and be accessible by the general public through presentation or exhibition at a publicly accessible space.
- This grant is NOT intended to support teaching or education programs, or to further projects with primarily commercial intent, but rather for individual artist development.
- Writers and all other artists may qualify if the project is self produced/published and /or is intended to serve as of documentation or support for a Pasadena-based arts or culture not-for-profit.
- Film as an "art form" or documentation of artistic endeavors within Pasadena may be funded, however, commercial films and student projects will not qualify.
- An artist may apply for funding to support an artwork or a performance/exhibit only if a grant has not been submitted
 for the overall project under a different category.
- A written 'letter of intent' from an exhibition or performance host site must be submitted with the grant application.
- A project time-line must be submitted with the grant application.

GRANT APPLICATION INSTRUCTIONS AND INFORMATION

QUESTIONS?

Many common questions can be answered at the Technical Assistance and Grant-writing Workshops (see page 11), please plan to attend one of these workshops to help you prepare your application. Please direct specific questions in writing to Jayme Filippini, Cultural Affairs, ifil-contractor@cityofpasadena.net or (626) 744-7062.

SUBMISSION REQUIREMENTS

- The application packet is available by download from the City of Pasadena website at: http://www.cityofpasadena.net/arts.
- Detailed descriptions of the application questions and budget definitions can be found in the Application Index, following the Application. Follow all instructions included in the guidelines, application, and application index precisely.
- Applications must be complete and all attachments included.
- An explanation for any attachment not included must be on the checklist or attached to the checklist.
- Complete all forms. If a question does not pertain to the applicant, complete the form by entering N/A or Not Applicable.
- All forms must be typewritten. Reduced font (smaller than what is instructed or established in application forms) or handwritten applications will not be reviewed or considered for funding.
- Please do not include any information other than that specifically requested.
- Submit one (1) completed original application three-hole punched, clipped (not stapled) AND ten (10) copies three-hole punched, clipped (not stapled).
- Attach the Grant Application Checklist to the front of your application package.

MUNICIPALITY COMMON APPLICATION INSTRUCTIONS

A partnership of the Pasadena Cultural Affairs Division, Arts Council for Long Beach, City of Los Angeles Department of Cultural Affairs, City of West Hollywood, Culver City Cultural Affairs Division, Los Angeles County Arts Commission, and Santa Monica Cultural Affairs Division has developed common questions intended to help nonprofit organizations in Los Angeles County save time in the grant application process. **Common questions are indicated with the** ** symbol.

APPLICATION DEADLINE

- Grant applications must be received no later than 4:00 PM on May 15, 2012 (this is not a postmark deadline). No proposals will be accepted after this deadline.
- Facsimiles, e-mail, telegrams and other electronic submissions will not be accepted. In order to be considered for funding all applicants must submit one (1) completed original application single-sided, three-hole punched, clipped (not stapled) AND ten (10) copies single-sided, three-hole punched, clipped (not stapled).
- Please attach the Grant Application Checklist to the front of your application package. Proposals must be complete
 and adhere to requirements or will immediately be disqualified.
- ALL PROPOSALS MUST BE MAILED OR DELIVERED TO:

Grants Program Cultural Affairs Division 175 N. Garfield Avenue Pasadena, CA 91101

CALIFORNIA CULTURAL DATA PROJECT

The City of Pasadena has partnered with the California Cultural Data Project (CCDP). The CCDP is a state-wide, collaborative effort of public and private funders throughout California and consists of an online system for collecting and standardizing historical financial and organizational data. The City of Pasadena, along with other funders in California, now requires applicants to complete a Cultural Data Profile through the CCDP website (http://www.caculturaldata.org).

Participation in the California Cultural Data Project (CCDP) is REQUIRED for all 2012/2013 City of Pasadena Art and Culture I, Art and Culture II, Art and Culture III, Organizational Art Education Partnership, Festival and Parade categories. (A CCDP profile *IS NOT* required for the Individual Artist category or Individual Art Educators applying to the Art Education Partnership category).

The CCDP provides the cultural community with consistent, reliable, comprehensive data on arts and culture in California, enabling organizations to view trends in their data, benchmark themselves against peer organizations, and enhance their organizational capacity and reduce time spent applying for funding. Applicants applying to more than one of the participating funders only need to update their information once each year.

- In order to complete the Cultural Data Profile, organizations must first register at the CCDP website by creating an organizational login ID and password. Information for the Cultural Data Profile is organized by fiscal year-end and data is only entered for completed fiscal years for which an approved financial audit or review exists. Organizations that are not audited or reviewed will enter data based on approved year-end financial statements.
- Applicants are asked to provide two years of financial and organizational data the first time they complete the Cultural Data Profile. (Going forward, groups will only need to provide one year of data.) You will have access to online training and can get support from the Help Desk during regular business hours.
- The Cultural Data Profile will collect the financial and programmatic information for your organization or arts program; project budgets and narratives will NOT be captured by the CCDP.
- Upon completion of the Cultural Data Profile, applicants should go to the "Funder Reports" section of the CCDP
 website and print the pre-defined report for the 2012/2013 City of Pasadena grant program to which you are applying.
 Relevant information from the applicant's Cultural Data Profile will automatically be imported into the 2012/13 City of
 Pasadena Funder Report. Please print and review the funder report and include it in your application.
- The completion of the Cultural Data Profile will require an investment of time. A number of resources will be available to help applicants, including a Help Desk and online training.

Applicants should direct questions concerning the Cultural Data Profile to:

California CDP Help Desk: Toll Free: 866-92-CACDP or 866-922-2237
The California CDP Help Desk is available Monday – Friday from 9:00am – 5:00pm, PST.
Email: help@caculturaldata.org
California CDP website: http://www.caculturaldata.org

ARTISTIC DOCUMENTATION AND ARTISTIC SAMPLES

- All applicants are required to submit some form of Artistic Documentation or Artistic Sample, in addition to whatever promotional, marketing, letters of support or other supplemental materials listed in the application.
- For applicants with new projects or new organizations or an arts educator new to the field, artistic SAMPLES OR
 DOCUMENTATION IS NOW REQUIRED. Applicants are strongly encouraged to submit exemplary samples of work
 that most closely resemble the new project. Keep in mind that work samples for new projects or new organizations
 could be artistic samples of the proposed artists or similar projects conducted by the individuals involved.
- Artistic Documentation or Artistic Samples should reflect the type of programming or performance activity for which
 funding is requested. *Example:* An application for support of an in-school music program by a performing arts
 organization must be accompanied by a visual sample of an in-school program, not simply a general audience
 performance. In addition, audio documentation is expected.
- Applicants should use the Artistic Documentation Index to explain the relationship of the Artistic Sample to the application, and how it reflects the applicant's capacity to produce the proposed project. *Example:* A teaching organization may submit documentation of a previous school program when requesting support for a pilot in-school program. For further information about video/DVD resources call (626) 744-7062.

The following are accepted formats for Artistic Documentation and Artistic Sample submissions:

DVD (Strongly Encouraged for Dance, Multi-Disciplinary, Media, Theatre and Traditional and Folk Art)

- Up to 5 minutes.
- In general for the performing arts, panelists prefer to review substantive artistic excerpts rather than short edited clips with heavy narration.
- List each different DVD as one work sample on the Artistic Documentation Index.
- Include track/chapter information in the Artistic Documentation Index.
- Place selection(s) in priority order.

Audio CD: (Strongly Encouraged for Music)

- Up to 5 minutes.
 - List each different CD as one work sample on your Artistic Documentation Index.
- Include track information in your Artistic Documentation Index.
- Place your selection(s) in priority order.

Published Material (Strongly Encouraged for Literary & Visual Arts)

This format is best used for literary publications and museum and gallery catalogues.

Images on CD ROM (Strongly Encouraged for Visual Arts)

- Up to 10 images of completed artwork.
- All images must be numbered (1 through 10).
- Digital files must be in JPG format, 300 DPI, 5MB or smaller. This format is best used for exhibition materials.

DEFINITIONS

The following terms are defined here for reference when completing the grant application:

- Access Equal and universal access to the arts and culture, in all forms and origins, is available to all people in
 Pasadena regardless of ethnicity, language, race, religion, gender, sexual orientation, age, economic status, physical
 or learning ability, or educational background.
- Audience Development Any plans to build the size of an audience or any efforts to broaden an audience to include a non-traditional, underserved or culturally diverse audience for the purposes of growth.
- Marketing Any methods used to raise public awareness or visibility of an organization or event.
- Planning Grant Monies dedicated to research, development or planning of an event or project not including actual costs associated with the event or project itself.

REVIEW and SELECTION PROCESS

REVIEW PROCESS

- All applications are reviewed in depth by Cultural Affairs staff for completeness and satisfaction of eligibility requirements.
- All complete and eligible applications are forwarded to advisory panel members for review.
- A multi-disciplinary panel review process is utilized. Panels are peer review; therefore, each panel is composed of individuals with strong arts backgrounds, who represent the City of Pasadena as well as Southern California.
- Ineligible applications will not be reviewed by a panel. If ineligible, the applicant will be notified by letter within thirty (30) days and may retrieve the original application and supporting materials within (30) days of the notice.

SELECTION PROCESS

- Panel rankings are forwarded to the Arts & Culture Commission for final review and approval.
- Award amounts are contingent upon Council funding and are based on panel scores. The Arts & Culture Commission
 reserves the right to establish a minimum score for funding in each category. All scores are final. The Arts & Culture
 Commission does not utilize a grievance process. Applicants will be able to request a copy of the panel's comments
 and scoring.

REVIEW CRITERIA

Applications will be reviewed and scored by a grants panel using the following criteria to determine the extent to which the applicant demonstrates its ability to meet the goals and objectives of the Annual Grants Program.

ART AND CULTURE I, II, and III GRANT CATEGORIES

Artistic Excellence - 20%

Application demonstrates the overall artistic merit and/or innovation of the project, programming, approach, and/or the artist(s) involved (including skills, craftsmanship, creativity and originality as presented in the application and work sample submitted).

Outreach - 20%

Organization's outreach plan demonstrates an effort to understand and an ability to reflect the diverse community of Pasadena. Such a plan may include free events, educational programs, targeted programs, etc.

Accessibility - 15%

Project meets ADA physical accessibility requirements for a range of audiences and is economically accessible to a wide range of the general public. (if project is a ticketed event, the cost of the ticket is reasonable in comparison to like programs.)

Artistic Growth - 10%

Through the project, the organization demonstrates ability for artistic growth and development, further continuation and stability and/or the potential for documentation and legacy.

Stability - 10%

Organization demonstrates stability and self-sufficiency.

Budget - 10%

Project utilizes an accurate and realistic budget.

Ability - 10%

Organization demonstrates ability to implement the project.

Merit - 5%

Overall merit of the proposal, which may be awarded to reflect but is not limited to the following:

- organization contributes vitality to the arts and culture in Pasadena.
- project demonstrates creativity, originality, and innovation.

ARTS EDUCATION PARTNERSHIP GRANT CATEGORY

Artistic Excellence - 20%

Artist/organization demonstrates creative and technical ability to translate artistic discipline in an educational environment.

Ability - 20%

Artist/organization demonstrates ability to implement the project.

Standards - 15%

Project is consistent with PUSD/State/National standards for artistic discipline.

Curriculum - 10%

Project activities are high quality, sequential, and innovative. A similar project is not currently offered at that school.

Teacher Involvement – 10%

Project incorporates teachers (and parents whenever possible) in the learning process.

Evaluation – 10%

Project includes evaluation component to measure outcome of program.

Budget - 10%

Project utilizes an accurate and realistic budget with committed matching funds.

Merit - 5%

Overall merit of the proposal, which may be awarded to reflect but is not limited to the following:

- organizations that are inherently collaborative partnerships.
- personnel of applicant partner have strong educational background or have attended educational workshops such as those offered by the music center and/or similar organizations.
- program reflects a strong pilot program

INDIVIDUAL ARTIST GRANT CATEGORY

Artistic Excellence – 25%

Applicant demonstrates a high level of artistic excellence by the mastery of the chosen medium.

Artistic growth / career development - 25%

Applicant shows the potential for growth and demonstrates a strong knowledge of, and/or potential for, furthering their work and/or career development in the chosen field.

Budget - 15%

Project utilizes an accurate and realistic budget.

Ability - 15%

Applicant actively practices his/her art and has the resources, history, and ability to complete proposed project.

Community Access - 10%

Applicant demonstrates an effort to present accessible work in Pasadena through exhibitions, readings, publications, workshops, and/or performances and presents detailed plans for doing so during the grant period (proposed timeline).

Merit - 10%

Overall merit of the proposal, which may be awarded to reflect but is not limited to the following:

- contributes vitality to the arts and culture in Pasadena
- project demonstrates creativity and originality
- advances work being done in chosen medium
- involves outreach

GRANTEE PROCEDURES

GRANT AWARD

- Upon final approval by the Arts & Culture Commission, the City will issue a purchase order for the specific grant award.
- The grantee may invoice against this purchase order either incrementally or in full at the completion of the project. (Incremental Billing: invoices submitted at 25%, 50%, 75%, & 100% of project completion with corresponding receipts). Funds will not be advanced for the project or program. All payments are by reimbursement only.

GRANTEE REQUIREMENTS

- The grantee must submit the following Final Report information in order to receive final payment:
 - A one-page final narrative, including information on attendance/participation, outreach; and
 - o A financial summary of the project including a final, revised budget.
- An on-site visit may be conducted by staff or a representative of the Arts & Culture Commission
- All Pasadena City Council members, Arts & Culture Commissioners and senior Cultural Affairs staff must be invited to attend the funded program. Invitations may be mailed to those individuals c/o Cultural Affairs. A current list of invitees is always available by calling Cultural Affairs (626)744-7062.
- All printed materials regarding funded projects include the City of Pasadena seal and the following credit:

"Made possible in part by the Pasadena Arts & Culture Commission and the City of Pasadena Cultural Affairs Division."

The City of Pasadena seal artwork can be obtained by contacting Cultural Affairs at (626) 744-7062.

PROJECT EVALUATION

Art and Culture I, II and III, Arts Education Partnership and Individual Artist projects require an EVALUATION component to measure the effectiveness of the funded project. As part of the application, every proposal must include goals (as appropriate) for artistic quality, attendance and the diversity of audience, marketing or outreach to new audiences, or other unique project features determined by the applicant. While anecdotal reports are revealing, at least half of the evaluation undertaken by the applicant must involve collected data. If partnered with a school, Arts Education Partnership evaluation procedures must also contain evaluations of the program and/or the artistic partners from the partnering school host.

Evaluation procedures and parameters should be included in "Part II, Question F" on the Art and Culture, "Part II, Question F "on the Arts Education Partnership applications, or "Part II, Question D" on the Individual Artist application. All evaluation, assessment and statistical survey result materials must be submitted with the Final Report along with the narrative of the resulting conclusions. If the applicant would like assistance in determining the most appropriate evaluation procedures, please contact the Cultural Affairs office at (626) 744-7062.

TECHNICAL ASSISTANCE

D-U-N-S Number

In order to better track the economic activity of the non-profit sector, a Dun & Bradstreet number (DUNS) is required for all Art and Culture I, II and III, Arts Education Partnerships, and Festival and Parade applicants for the 2012/2013 Annual Grant Program (not required for Individual Artists or Individual Artist educator AEP applications).

If you do not have a DUNS number, you can obtain one online.

- Log onto https://eupdate.dnb.com/requestoptions.asp.
- Enter the organization name, city and state.
- Click on "Next >". You will see a link to "Get a D-U-N-S number."
- After submitting requested information, your organization will be furnished with a number. **This process takes** approximately 6 weeks.
- You may also apply for a DUNS number by phone (888) 814-1435.
- If you have registered, but do not have the number, call (888) 814-1435. You will be asked to supply the organization name, city, state, telephone number, and the name of an officer (member of your governing board).

FISCAL RECEIVER

- For Arts or Culture Organizations without non-profit status or for special one-time projects, a fiscal receiver may be used.
- The applicant should be the project or unincorporated organization, not the fiscal receiver.
- A fiscal receiver may sponsor up to five applicants. Each applicant using a fiscal receiver must include a letter of
 agreement between the two parties outlining financial and legal obligations, MOU (Memo of Understanding) and
 the most recent audited financial statements from fiscal receiver.
- Fiscal Receivership is not available for social service organizations.

TECHNICAL WORKSHOPS

Due to the California Cultural Data Project (CCDP) participation requirement as well as application restructuring, it is recommended that ALL applicants attend at least one of the grant-writing workshops offered. *** All first-time applicants, and those who have not applied since the 2006/2007 cycle, MUST attend a city-sponsored grant-writing workshop

to be eligible to apply. *** Each workshop will be partially conducted by Susan Braig, a professional grant-writing consultant. RSVP to Cultural Affairs Division at (626)744-7062

Workshop DATES

DATE	LOCATION	TIME
Tuesday, March 13, 2012	Jackie Robinson Community Center 1020 N. Fair Oaks Ave. Pasadena, CA 91103	6:00-8:00pm
Tuesday, April 3, 2012	City of Pasadena Permit Center, Hearing Rm 175 N. Garfield Avenue, Pasadena, CA 91101	6:00-8:00pm
Thursday, April 19, 2012	City of Pasadena Permit Center, Hearing Rm 175 N. Garfield Avenue, Pasadena, CA 91101	6:00-8:00pm

OUTREACH, DIVERSITY AND ACCESSIBILITY

The Arts & Culture Commission recently adopted the new Cultural Access Policy and Equity Standards which will serve as a community resource for the expansion of access to arts and culture in the City by providing an advisory framework through which these important issues can be addressed with sensitivity throughout the arts community. A copy of this document is available online at www. http://www.cityofpasadena.net/arts/AccessPolicy.asp or upon request from the Cultural Affairs Division, (626) 744-7062.

The Outreach, Diversity and Accessibility component of all applications (with noted exceptions) for funding from the Arts & Culture Commission is intended to aid the applicant in reaching the goal of attracting audiences reflective of the great diversity of Pasadena. For a number of years, granting sources have rewarded sophisticated outreach programs but have not necessarily aided the organization in developing such programming. The Outreach and Diversity component of this program is intended to provide information to allow the organization to more easily reach an expanded audience. All applicants receiving funds may schedule meetings with staff to further develop a plan.

When defining diversity elements in a proposal, include the following as applicable:

- Geographic areas/targeted (national, regional, local, neighborhood)
- Socio-economic levels targeted
- Sensitivity to cultural traditions
- Accessibility/A.D.A.
- Ethnic/racial constituency
- Ages targeted
- Access due to language barriers
- Cross-cultural collaboration

Each applicant is asked to describe the accompanying outreach program as part of the application for funding from the Arts & Culture Commission. The Final Report should include a description of its implementation. Exceptions may be in the Individual Artist category, for which outreach is desirable but not required.

- The applicant organization should demonstrate the ability to develop, manage, fund and implement an outreach program that reflects and impacts the diverse community of Pasadena by encouraging community participation.
- The project should encourage community involvement by establishing community or corporate partnerships, e.g., offer educational programs, free events, focused programs, etc., and actively recruit volunteers.
- The project should have an "evaluation" component that will provide information from surveys or questioners that identifies the level of success and/or problems in connection with the entire project.
- The applicant should define what market is being targeted and how collateral material will be distributed.

OUTREACH AND MARKETING RESOURCES

RECOMMENDED WEBSITES AND LIST SERVES

Pasadena Culture Net (PCN): http://www.pasadena-culture.net

The PCN is hosted by the Art Center College of Design in association with the City of Pasadena Cultural Affairs Division. PCN is a place where you can easily link to websites for many of the cultural organizations in Pasadena and surrounding areas.

PCN also supports a public email list, *pasculture*, from which anyone can broadcast messages regarding cultural happenings in the community—everything from small house concerts to major museum exhibitions. When you sign on to *pasculture* you will be able to receive and send announcements about events in Pasadena through your email. To subscribe (free) to the *pasculture* list, simply send a blank email message to: pasculture-on@lists.artcenter.edu. You can leave the list anytime, at pasculture-off@lists.artcenter.edu.

Pasadena Arts Council Calendar of Events: http://www.pasadenaartscouncil.org/eventsCal/queryCalendar.asp

Members can utilize an online form to promote their performances, exhibits, festivals and other special events. These listings will also be automatically sent to the Pasadena CultureNet listserv, Pasadena Arts Council's private e-mail distribution list, and will appear in the new online Pasadena Community Calendar. To become a member please register at http://www.pasadenaartscouncil.org/membership_form.htm.

RECOMMENDED EVENT CALENDARS AND NEWSLETTERS

Pasadena Arts Council Newsletter

http://www.pasadenaartscouncil.org/newsletter.htm

Includes local, regional and national arts news and a calendar of Pasadena Arts Council member events. To become a member, please register at http://www.pasadenaartscouncil.org/membership_form.htm.

Pasadena Convention and Visitors Bureau (PCVB) Visitors E-News (newsletter)

This newsletter is available to <u>non-profit organizations</u> only, and is published on both the internet and in hard copy form.

Required Information:

- Event Name
- Date(s) and Time(s) of event
- Event Location
- Brief description of the event
- Event contact person and telephone number

Submission Deadlines: For Submission Deadlines and Procedures, please check directly with the PCVB Please note: Inclusion in the calendar is based upon the amount of space available.

Neighborhood Connections Newsletter:

A service of the City of Pasadena Department of Human Services, Recreation and Neighborhoods Contact: Program Coordinator Alejandrina Flores (626) 744-7295

Options:

- Complete flyer distribution placed within the outgoing newsletter (440 monthly)
- Email to residents approx. 200 households, 90 associations, 50 not-for-profits and 50 citywide staffers
- Monthly event calendar

Community Information Calendar

A service of the Pasadena Public Library, the Pasadena Community Information calendar is a searchable database. Organizations and individuals can enter information about themselves and their events at http://www.cityofpasadena.net/CalSubmit.aspx

Central Library (626) 744-7818 Information Desk at Central Library (626) 744-4052

RECOMMENDED INTERSECTIONS FOR BANNERS

(Please note that the City requires that banners on streetlights be no larger than 7 by 3 feet.)

For fees and applications, please contact: Alexis Shaidnagle, Technical Specialist, Public Works at (626) 744-4195

City Council District 1:

Arroyo Blvd and 210 Freeway Arroyo Blvd and Washington Blvd Arroyo Blvd and Seco St Linda Vista Ave and Holly St Los Robles Ave and Woodbury Rd Orange Grove Blvd and Colorado Blvd Fair Oaks Ave and Washington Blvd Fair Oaks Ave and Montana St Lincoln Ave and Montana St Lincoln Ave and Mountain St Lincoln Ave and Washington Blvd Lincoln Ave and 210 Freeway

City Council District 2:

Orange Grove Blvd and Allen Ave Walnut St and Allen Ave Washington Blvd and Allen Ave Hill Ave and Orange Grove Blvd Hill Ave and Walnut St Hill Ave and Washington Blvd

City Council District 3:

Los Robles Ave Washington Blvd
Fair Oaks Ave and Walnut St
Fair Oaks Ave and 210 Freeway
Fair Oaks Ave and Orange Grove Blvd
Fair Oaks Ave and Mountain St
Lincoln Ave and Orange Grove Blvd
Colorado Blvd and De Lacey Ave
Colorado Blvd and Fair Oaks Ave
Colorado Blvd and Raymond Ave
Colorado Blvd and Arroyo Parkway
Colorado Blvd and El Molino Ave
Colorado Blvd and Los Robles Ave
Colorado Blvd and Marengo Ave
Marengo Ave and Walnut St

City Council District 4:

Sierra Madre Blvd and Foothill Blvd
San Gabriel Blvd and Del Mar Blvd
Rosemead Blvd and Del Mar Blvd
Rosemead Blvd and Foothill Blvd
Madre St and Foothill Blvd
Rosemead Blvd and Sierra Madre Blvd
Orange Grove Blvd and Sierra Madre
Orange Grove Blvd and Altadena Dr
Orange Grove and Sierra Madre Villa
Altadena Dr/Sierra Madre Blvd/Foothill
Blvd intersection

City Council District 5:

Los Robles Ave and Villa St
Los Robles Ave and Orange Grove Blvd
Lake Ave and Walnut St
Marengo Ave and Orange Grove Blvd
Fair Oaks Ave and Orange Grove Blvd
Lake Ave and Orange Grove Blvd
Colorado Blvd and Lake Ave
Lake Ave and 210 Freeway
Lake Ave and Washington Blvd

City Council District 6:

Orange Grove Blvd and Columbia St Orange Grove Blvd and California Blvd Fair Oaks Ave and Glenarm St Fair Oaks Ave and Del Mar Blvd Arroyo Parkway and Glenarm St Arroyo Parkway and Del Mar Blvd Arroyo Parkway and California Blvd Los Robles Ave and Del Mar Blvd Colorado Blvd and Pasadena Ave Linda Vista Ave and Lida St Linda Vista Ave and Seco St City Council District 7: Los Robles Ave and California Blvd Lake Ave and California Blvd Lake Ave and Del Mar Blvd Lake Ave and Green St Hill Ave and Del Mar Blvd Hill Ave and Green St Allen Ave and Del Mar Blvd Sierra Madre Blvd and Del Mar Blvd

NEWSPAPERS

Contact Name	Organization	Address	Phone	Fax	Format	Deadline
General Newspapers						
Lori Streifler, city editor	CITY NEWS SERVICE	socalnews.com	(310) 201-9120	(310) 201-9124	email	N/A
Steve Nowlin	PAS-CULTURE	www.pasadena-culture.net	(626) 396-2397	N/A	email	N/A
Catherine Holloway	DOWNTOWN NEWS	realpeople@downtown. news.com	(213) 481-1448	(213) 250-4617	email	Wed before
Roxanne Arnold, Metro editor	LOS ANGELES TIMES	socalliving@latimes.com	(213) 237-5000	(213) 237-4712; 237- 0747	N/A	N/A
Kevin Carlson	LOS ANGELES TIMES: Sunday Calendar	calendar@latimes.com	(213) 237-7645	N/A	camera ready	week before
Diane Mooney	LA WEEKLY	ads@laweekly.com	(323) 465-4414	N/A	pdf	Mon 6pm
Pat Miller, editor	THE OUTLOOK (La Canada; has wkly Pas pg)	N/A	(818) 790-7500	(818) 790-7260	N/A	N/A
Jennifer Errico, entertainment ed.	PASADENA STAR-NEWS	911 E. Colorado Blvd; cheers@sgvn.com	(626) 962-8811 ext 2249	(626) 792-9413	N/A	N/A
Dale Tiffany	PASADENA WEEKLY	50 S. De Lacey St, Ste. 200	(626) 584-1500	(626) 795-0149	camera-ready - disk	7 days in advance
Charles Cooper, reporter (coop723@hotmail.com)	PASADENA INDEPENDENT (Thurs) includes Sierra Madre, Arcadia, Monrovia	53 E. Huntington Dr/ Ste B/ Arcadia 91006. Awnews@arcadiaweekly. Com	(626) 294-1090	(626) 294-1099	camera ready	week before
Paul Clinton, Dale Evans, reporters	SAN GABRIEL WEEKLY (Fridays in LA Times)	50 S. De Lacey St, Ste. 200	(626) 396-4082	(626) 795-0149	camera-ready preferred; FTP ok	2 days in advance
Sandra Pool	SAN GABRIEL TRIBUNE (includes Star-News, Whittier Daily News)	1210 N Azusa Canyon Rd/ West Covina 91790	(626) 578-6300 x4464	(626) 962-8849	camera-ready preferred; FTP ok	2 days in advance
African-American Press						
Ruth Hopkins, editor	PASADENA JOURNAL	1541 N. Lake Ave; pasjour @pacbell.net	(626) 798-3972	(626) 798-3282	camera-ready	Friday noon
Ron Dungee, managing editor	L.A. SENTINAL	3800 Crenshaw Blvd/ Los Angeles	(323) 299-3800	(323) 299-3896	N/A	N/A
N/A Latino/a Press	URBAN LEAGUE	1200 N Fair Oaks #9	(626) 398-6265	(626) 794-0297	N/A	N/A
Liliana Chavez	LA OPINION	ads@laopinion.com	(213) 896-2333	(213) 896-2077	email	Mon 5pm
N/A	EL AVISO	6728 Seville Ave/ Huntington Park	(323) 586-9199	N/A	N/A	N/A
N/A	LA PRENSA HISPANA	PO BOX 250964/ Glendale	(818) 500-8103	N/A	N/A	N/A
N/A	LA VOZ	3107 Beverly Blvd #1/ LA	(213) 388-2903	N/A	N/A	N/A
N/A	MINIONDAS	1742 S Main St/ Santa Ana	(714) 547-0701	N/A	N/A	N/A
Armenian Press						

Salpy		ASBAREZ ARMENIAN DAILY	419 W Colorac	do/Glendale	(81	18) 500)-9363	(818) 956-0503	3	email	3 days advance
N/A	A	RMENIAN LIFE	127 S Jackson	St/ Glendale	(62	26) 661	1-7778	(626) 661-7733	3	N/A	N/A
N/A	A	ARMENIAN OBSERVER	6646 Hollywoo Angeles	d Blvd/ Los	`	23) 467		(323) 467-2722		N/A	N/A
N/A	(CALIFORNIA COURIER	1545 N Verdug Glendale	go Rd #106/	(81	18) 409	9-0949	(818) 409-9207	7	N/A	N/A
N/A	N	MASSIS WEEKLY	1060 N Allen A	ve	(62	26) 797	7-7680	(626) 797-6863	3	N/A	N/A
N/A	1	IEW ARMENIA DAILY	815 S Central	Ave #31/ Glend	lale (81	18) 246	6-6468	N/A		N/A	N/A
N/A	1	IOR GYANK	825 E Colorad	o St/ Glendale	(81	18) 240)-9996	(818) 240-1917	7	N/A	N/A
Asian-America	ın Press										
N/A	(CHI-AM DAILY NEWS	673 Monterey Park	Pass Rd/ Monte	erey (62	26) 281	I-2989	N/A		N/A	N/A
Frances He	Γ	DAILY NEWS (Chinese)	1588 Corporat Dr./Monterey F		(32 x22	23) 268 21	3-4982	(323) 265-1192	2	camera ready	week before
N/A		A DAILY NEWS Chinese)	9639 Telstar A	ve/ El Monte	(62	26) 453	3-8800	(626) 453-8822	2	N/A	N/A
Daniel Lee	,	OREA CENTRAL DAILY	690 Wilshire P	I/ Los Angeles	(21	13) 368	3-2558	N/A		camera ready	week before
N/A	1	IGUOI VIET DAILY IEWS (Vietnamese)		abriel Blvd/ San	n (62	26) 453	3-8800	N/A		N/A	N/A
John Bell	F	RAFU SHIMPO (Japanese	259 S Los Ang	eles St/ Los	(21	13) 629	9-2231	N/A		email	week before
		laily)	Angeles								
N/A		SIAM MEDIA WEEKLY	112 St Francis	St/ San Gabrie	el (62	26) 309	9-9113	N/A		N/A	week before
	,	Thai)									
N/A		HONG GUO DAILY	N/A		(62	26) 279	9-5900	(626) 453-8822	2	N/A	N/A
		IEWS (Chinese)									
COLLEGE AN		Y NEWSPAPERS									
Dan an Mana	College/	A -l -l	0:4: /7:	Dhana			Email		O:I-	. 4	Danelline
Paper Name	University	Address	City/Zip		Fax				Circula		Deadline
CAL ARTS CURRENTS	the Arts	e of 24700 McBean	Valencia 91355		(661) 25 2894			muse.calarts.e	22,000); 3x/yr	N/A
THE		Parkway	91333 N/A				du Editors@te	ah	4 000.	avery Friday	Mondov
CALIFORNIA	Cal Tech	N/A	IN/A		(626) 57 1294		caltech.edu		4,000,	every Friday	Monday 5pm
TECH				0133	1234		canecii.eu	4			Эрт
CAMPUS	East Los	1301 Avenida Cesar	Monterey Park	(323) 265-	(323) 26	35-	N/A		Wedne	esdav	Tuesday
NEWS	Angeles Colle		91754		(826) 20 8875	50	14/73		vvcan	oddy	one week
	9	3									prior
CAMPUS	University of	La 1950 Third St	La Verne	(909) 392-	(909) 39	92-	Ctimes@u	v.edu	2,000;	weekly	one week
TIMES	Verne		91750	2712 :	2706					•	prior
THE CANYON			Santa Clarita		(661) 25	53-	Canyoncal	@mail.coc.cc.	7,000;	Tuesday	N/A
CALL	Canyons	Canyon Rd	91355	,	7565		ca.us				
				3265							

CLARION (newspaper); LOGOS (magazine)	Citrus Community College	1000 W. Foothill Blvd	Glendora 91741	(626) 914- 8586	(626) 914- 8797	Ccclarion@hotmail.com	3,000; every other Wednesday	10 days prior
COLLAGE	The Claremont Colleges	175 E. 8th St	Claremont 91711	(909) 607- 3646	(909) 607- 7825	N/A	8,000; Thursday	Tuesday noon
COLLEGIAN	Los Angeles City College	855 N. Vermont	Los Angeles 90029	(323) 935- 4268	(323) 953- 4031	N/A	5,000; Monday	1 week prior
THE CORSAIR	Santa Monica College	1900 W. Pico Blvd	Santa Monica 90405	(310) 434- 4000	(310) 434- 3648	N/A	Wednesday	N/A
THE CRUSADER	Antelope Valley College	3041 W. Avenue K	Lancaster 93536	(661) 722- 6946	(661) 943- 5575	N/A	5,000; Tuesday	1 week prior
DAILY BRUIN	University of California, Los Angeles	308 Westwood Plaza, K.H. 118	Los Angeles 90024	(310) 825- 9898	(310) 206- 0906	Webmaster@smmis.med ia.ucla.edu	18,000	N/A
DAILY FORTY- NINER	California State University, Long Beach	1250 Bellflower Blvd, SSPA-010	Long Beach 90840	(562) 985- 8000	(562) 985- 5053	D49er@csulb. edu	30,000; Mon-Thurs	N/A
DAILY SUNDIAL	California State University, Northridge	18111 Nordhoff St	Northridge, 91330	(818) 677- 2915	(818) 677- 3638	N/A	9,000; Monday-Friday	N/A
EL PAISANO	Rio Hondo College	3600 Workman Mill Rd	Whittier, 90601	(562) 908- 3453	(562) 692- 9325	N/A	5,000; Thursday	1 week prior
THE EXPLORER	Los Angeles Southwest College	1600 W. Imperial Highway	Los Angeles, 90047	(323) 241- 5377	(323) 241- 5464	N/A	3,000; bimonthly	N/A
THE FREE SPIRIT	-	13356 Eldridge Ave	Sylmar, 91342	(818) 364- 7494	N/A	N/A	8,000; monthly	2 weeks prior
THE GRAPHIC	Pepperdine University	24255 Pacific Coast Highway	Malibu, 90263	(310) 456- 4311	(310) 456- 4411	Graphic@pepperdine.ed u	3,000	Tuesday noon
LOYOLAN	Loyola Marymount University	7900 Loyola Blvd	Los Angeles, 90045	(310) 338- 2879	(310) 338- 1901	Loyolan@Imumail. Imu.edu	4,000	Thursday
THE OCCIDENTAL	Occidental College	1600 Campus Rd, #F-40	Los Angeles, 90041	(323) 259- 2500	(323) 341- 4982	N/A	1,600; Monday	Wed
THE ORACLE	Mount St. Mary's College	12001 Chalon Rd	Los Angeles, 90049	(310) 954- 4122	(310) 954- 4139	oracle@msmc. la.edu	2,000; biweekly	N/A
PCC COURIER	Pasadena City College	1570 E. Colorado Blvd	Pasadena, 91106	(626) 585- 7339	(626) 585- 7912	N/A	5,000; Tuesday	N/A
THE PULSE	Woodbury University	7500 Glenoaks Blvd	Burbank, 91510	(818) 767- 0888	(818) 767- 5093	N/A	N/A	N/A
QUAKER	Whittier College	PO Box 8613	Whittier,	(562) 907-	(562) 945-	N/A	2,000; Thursday	Monday

CAMPUS			90608	4222	5301				
ROUNDUP	Los Angeles Pierce College	6201 Winnetka Ave	Woodland Hills, 91371	(818) 719- 6483	(818) 346- 6036	N/A	5,000; Wednesday		Monday
TALON MARKS	Cerritos College	e 11110 Alondra Blvd	Norwalk, 90650	(562) 860- 2451, ext. 2618	(562) 467- 5044	N/A	6,000; Wednesday		N/A
TORO TIMES	Cal. State University, Dominguez Hills	1000 E. Victoria	Carson, 90747	(310) 243- 3072	N/A	N/A	3,000; biweekly		N/A
TRADEWIND S	•	400 W. Washington	Los Angeles, 90015	(323) 744- 9046	(323) 748- 7334	N/A	5,000; every three weeks	5	N/A
UNIVERSITY TIMES	-	5151 State University Dr/King Hall C3098	Los Angeles, 90032	(323) 343- 4215	(323) 343- 5337	University_times@hotma I.com	i 7,000; Mon and Thurs		Mon for Thurs; Wed for Mon
VALLEY STAR	Los Angeles Valley College	5800 Fulton Ave	Van Nuys 91401	(818) 781- 1200 x2576	(818) 551- 5149	N/A	N/A		N/A
EL VAQUERO	•	1500 N. Verdugo Rd		(818) 240- 1000 ext. 5394	(818) 551- 5149	Mmoreau@ glendale.cc.ca.us	3500; 8 times/ semester		N/A
VIKING	Long Beach City College	y 4901 E. Carson St	Long Beach 90808	(562) 938- 4284	(562) 938- 4118	N/A	N/A		N/A
UNION	El Camino College	16007 S. Crenshaw Blvd	Torrance 90506	(310) 532- 3670	(310) 660- 6092	N/A	25,000; Thursday		Monday
RADIO STATI	ONS								
Contact Name	s S	tation				Phone		Fax	
Don Rapella (ı Earthlink.net)	rapella@ 5	5 KPAS-PCAC (short p	ostings, approx	(3 lines)		(626) 794-8585		(626	5) 795-5874
Larry Mantle	K	PCC: LARRY MANTLE	'S AIR TALK			(626) 585-7000		(626	6) 585-7916
Gary Mercer	K	ALI-AM 1400 (Pasader	na)			(626) 844-0156		N/A	
Nick Gao		(AZN-AM 1300 (Pas)				(626) 351-4204		N/A	
John Duncan		LYY-FM 107.1 (Pas)				(626) 351-6218		N/A	
Robert Sanche		BLA-AM 1580 (Hispani	,			(213) 625-1242		N/A	
Daniel Trippi		BUA-FM 94.3/KBUE-FI	M 105.5 (Hispa	nic)		(323) 461-9946		N/A	
Ben Kelly		KBT-FM 92.3				(323) 634-1888		N/A	
Phil Jones		LAX-FM 97.9 (Hispanio	;)			(310) 203-8989		N/A	
Chuck Monsho		LOS-FM 95.5				(310) 838-5222		N/A	
Jack Silver		LSX-FM 97.1	AM 1020 (Hiss	onio)		(213) 386-3649		N/A	
Richard Santia Miguel Alonso	-	(LVE-FM 107.5/ KTNQ- (PRS-AM 1090 (Hispani	` .	anic)		(323) 465-3856 (323) 464-2668		N/A N/A	
Mike Tierney		(PWR-FM 105.9	ic)			(818) 953-4200		N/A	
wince rieiriey	IN	A VVICTIVI 100.0				(010) 300-4200		1 N/ /~\	

Boyd Britton	KROQ-FM 106.7		(818) 841-5903	N/A
Kevin Fleming	KRTO-FM 98.3		(213) 380-4214	N/A
Richard Santiago	KSCA-FM 101.9 (Hispa	anic)	(323) 468-5337	N/A
Haz Montoya	KSSW-FM 97.5 (Hispa	· ·	(213) 251-1033	N/A
•	· -	•	, ,	N/A
John Paley	KVCA-AM 670 (Hispan	·	(213) 628-1216	
Jaime Jarrin	KWKW-AM 1330 (Hisp	· · · · · · · · · · · · · · · · · · ·	(323) 461-7347	N/A
N/A	Sounds of the Armenia	·	(818) 246-7353	N/A
N/A	Horizon (ANC Media N	letwork): Armenian	(818) 246-1989	(818) 956-1106
SCHOOLS, LIBRARIES AN	ID BUSINESSES (GOOI	D FOR FLYERS)		
Organization Name		Address	Phone	Notes
Public Schools				
Blair High School		1201 S. Marengo Ave	(626) 441-2201	
Marshall High School		990 N. Allen Ave	(626) 798-0713	
John Muir High School		1905 N. Lincoln Ave	(626) 798-7881	
Pasadena High School		2925 E. Sierra Madre Blvd	(626) 798-8901	
Rose City High School		325 S. Oak Knoll Ave	(626) 795-9541	
Elliot Middle School		2184 N. Lake Ave/ Altadena	(626) 794-7121	
Washington Middle School		1505 N. Marengo Ave	(626) 798-6708	
Wilson Middle School		300 S. Madre St	(626) 449-7390	
Allendale Elementary		1135 S. Euclid Ave	(626) 799-7131	
Altadena Elementary		743 E. Calaveras St/ Altadena	(626) 798-7878	
Burbank Elementary		2046 N. Allen Ave/ Altadena	(626) 798-6769	
Cleveland Elementary		524 Palisade St	(626) 794-1769	
Don Benito Elementary		3700 Denair St	(626) 351-8895	
Edison Elementary		3126 N. Glenrose Ave/ Altadena	(626) 794-7153	
Field Elementary		3600 E. Sierra Madre Blvd	(626) 351-8812	
Franklin Elementary		527 W. Ventura St/ Altadena	(626) 798-9116	
Hamilton Elementary		2089 Rose Villa St	(626) 793-0678	
Jackson Elementary		593 W Woodbury Rd/ Altadena	(626) 798-6773	
Jefferson Elementary Linda Vista Elementary		1500 E Villa St 1259 Linda Vista Ave	(626) 793-0656 (626) 793-2197	
Loma Alta Elementary		3544 N Canon Blvd/ Altadena	(626) 793-2197	
Longfellow Elementary		1065 E Washington Blvd	(626) 794-1173	
Madison Elementary		515 Ashtabula St	(626) 793-1181	
Norma Coombs Elementary		2600 Paloma St	(626) 798-0759	
Noves Elementary		1919 E Pinecrest Dr/ Altadena	(626) 794-1149	
Roosevelt Elementary		314 N Pasadena Ave	(626) 795-9501	
San Rafael Elementary		1090 Nithsdale Rd	(626) 793-4189	
Sierra Madre Elementary		141 W Highland Ave/ Sierra Madre	(626) 355-1428	
Webster Elementary		2101 E Washington Blvd	(626) 798-7866	
Willard Elementary		301 S Madre Blvd	(626) 793-6163	
Private Schools				
Alverno High		200 N Michillinda Ave/Sierra Madre	(626) 355-3463	Grades 9-12
Assumption of the Blessed \	/irain	2660 E Orange Grove	(626) 793-2089	K-8
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Bethany Christian Academy	93 N Baldwin Ave/ Sierra Madre	(626) 355-3527	K-6
Camellia Montessori	922 E Mendocino/ Altadena	(626) 794-7224	K-5
The Chandler School	1005 Armada Dr	(626) 795-9314	K-8
Five Acres	760 Mountain View/ Altadena	(626) 798-6793	K-9
Frostig Center	971 N Altadena Dr	(626) 791-1255	UNGR
Grace Christian Academy	73 N Hill Ave	(626) 792-7725	K-1
Harambee Preparatory	1599 Navarro Ave	(626) 798-7431	K-8
High Point Academy	1720 Kinneloa Canyon Rd	(626) 798-8989	K-8
Living Way Christian Academy	2495 E Mountain Ave	(626) 791-4865	K-8
Maranatha High	169 South Saint John Avenue	` ,	Grades 9-12
<u> </u>	405 S Euclid Ave	(626) 817-4000	K-8
Mayfield Senior		(626) 796-2774	K-o Grades 9-12
Mayfield Senior	405 S Euclid Ave	(626) 799-9121	
New Horizon	651 N Orange Grove Blvd	(626) 795-5186	K-8
Northwest Community/ Omowale Ujamaa	1415 N Raymond Ave	(323) 684-2266	K-9
Our School	1800 E Mountain Ave	(626) 798-0911	K
Pasadena Christian	1515 N Los Robles Ave	(626) 791-1214	K-8
Pacific Oaks Childrens' School	714 W California Blvd; 5 Westmoreland Place	(626)397-1300	K-3
Pasadena Towne and Country	200 S Sierra Madre Blvd	(626) 798-0658	K-8
Pasadena Waldorf	209 E Mariposa/ Altadena	(626) 794-9654	K-8
Polytechnic School	1030 E California Blvd	(626) 792-2147	K-12
Rising Star Academy	1143 N Lake Ave	(626) 798-1180	K-5
Sahag-Mesrob Armenian Christian Academy	2501 Maiden Ln/ Altadena	(626) 798-5020	K-8
St Andrew School	311 N Raymond Ave	(626) 792-4183	K-8
St Elizabeth School	1840 N Lake Ave	(626) 797-7727	K-8
Armenian School of St Gregory	2215 E Colorado Blvd	(626)449-1523	K-8
St Mark's Lutheran	2323 S Las Lomitas Dr/ Hacnda Hts	(626) 961-9511	K-6
St Philip the Apostle	161 S Hill Ave	(626) 795-9691	K-8
St Rita's Catholic	322 N Baldwin Ave/ Sierra Madre	(626)355-6114	K-8
San Marino Montessori	444 S Sierra Madre Blvd	(626) 577-8007	K-6
Sequoyah School	535 S Pasadena Ave	(626) 795-4351	UNGR
Sycamores Community	210 S De Lacey Ave	(626) 395-7100	Grades 5-11
Villa Esperanza	2116 E Villa St	(626) 449-2919	UNGR
Walden School	74 S San Gabriel Blvd	(626) 792-6166	K-6
Waverly School	67 W Bellevue Dr	(626) 792-5940	K-6
Waverly School	67 W Bellevue Dr	(626) 683-5464	Grades 7-12
Weizman Chaim Jewish Community Day School	1434 N Altadena Dr	(626) 797-0204	K-6
Westridge School for Girls	324 Madeline Dr	(626) 799-1153	Grades 4-12
LIBRARIES		, ,	
CENTRAL LIBRARY	285 E Walnut St	(626) 744-0452	
ALLENDALE BRANCH	1130 S Marengo Ave	(626) 744-7260	
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HASTINGS BRANCH	3325 E Orange Grove Blvd	(626) 744-7262
HILL AVENUE BRANCH	55 S Hill Ave	(626) 744-7264
LAMANDA PARK BRANCH	140 S Altadena Dr	(626) 744-7266
LA PINTORESCA BRANCH	1355 N Raymond Ave	(626) 744-7268
LINDA VISTA BRANCH	1281 Bryant St	(626) 744-7278
SAN RAFAEL BRANCH	1240 Nithsdale Rd	(626) 744-7270
SANTA CATALINA BRANCH	999 E Washington Blvd	(626) 744-7272
VILLA PARKE CENTER	363 E Villa St	(626) 744-6510
Businesses		
Borders	475 S Lake Ave	(626) 304-9773
Vromans	695 E Colorado Blvd	(626) 449-5320
Ralphs	160 N Lake Ave	(626) 793-7420
Ralphs	3601 E Foothill Blvd	(626) 351-8806
Rite-Aid	3745 E Foothill Blvd	(626) 351-0515
Rite-Aid	1038 E Colorado Blvd	(626) 796-5539
Rite-Aid	2330 E Walnut Ave	(626)304-2725
Vons	1390 N Allen Ave	(626) 798-7603
Vons	155 W California Blvd	(626) 577-7149
Vons	2355 E Colorado Blvd	(626) 449-4338
Vons	655 N. Fair Oaks Ave	(626) 578-1233

COMMUNITY CONTACTS (GOOD FOR FLYERS, ANNOUNCEMENTS, PROGRAM COORDINATION, ETC) COMMUNITY ORGANIZATIONS

	, u.u.e, ti 10110			
Contact Name	Organization	Address	Phone	Fax
Philip Koebel	AMERICAN FRIENDS SERVICE	980 N Fair Oaks Ave	(626) 791-2205; (626) 791-1978	(626) 791-2205
	COMMITTEE			
Sona Djiguerian	ARMENIAN CULTURAL CENTER	740 E Washington Blvd	(626) 798-1098	(626) 798-7872
Nancy Forbes	CHILD CARE INFORMATION	2700 E Foothill Blvd	(626) 449-8296	N/A
	SERVICE			
N/A	ECUMENICAL COUNCIL of	444 E Washington Blvd	(626) 797-2402	(626) 797-7353
	CHURCHES			
N/A	EL CENTRO DE ACCION SOCIAL	37 E. Del Mar	(626) 792-3148	(626) 792-3084
Cynthia Austin	FOOTHILL FAMILY SERVICES	118 S Oak Knoll Ave	(626) 795-6907	(626) 795-7080
Sandra Furukama	FULLER SEMINARY	135 N Oakland Ave	(626) 584-5285	(626) 304-3930
Roberta Martinez	LATINO HERITAGE ASSOCIATION	145 N. Raymond Ave.	(626) 792-5101	(626) 791-9418
Sue Kujawa	MOTHER'S CLUB	526 E Orange Grove	(626) 792-2687	(626) 793-1832
Brian Biery	NEIGHBORHOOD CONNECTIONS	1834 E. Walnut	(626) 744-7290	(626) 398-0194
	NEWSLETTER			
N/A	ONE-STOP CAREER CENTER	1207 E. Green St; www.	(626) 796-JOBS	N/A
		Foothilletc.org		
Sue Wells	PASADENA BOYS AND GIRLS	58 S Sierra Madre Blvd	(626) 578-9803	N/A
	CLUBS			

John Catalani	PASADENA CHAMBER OF COMMERCE		865 Del Mar		(626) 795-3355		(626) 795-5603
N/A	PASADENA COMMUNITY EDUCATION CENTER		3035 E. Footh	ill Blvd	(626) 585-3006		N/A
Leann Lampe	PASADENA CONVENTION & VISITORS BUREAU	and	171 S. Los Ro	bles Ave	(626) 795-9311		(626) 795-9656
Betsy Richmond	PASADENA UNIFIED SCHO DISTRICT	OL	350 S Hudson	n Ave	(626) 795-6981		N/A
N/A	SOUTH LAKE BUSINESS AS	SSOC.	350 S. Lake A southlake ave	we Suite 276; info@ nue.com	(626) 792-1259		(626) 792-1287
Manuel Carcido	UNITED TEACHERS OF PAS	SADENA			(626) 798-5452		N/A
Margaret Keane	WELLNESS COMMUNITY		200 E Del Mai	r Ave Suite 118; ness community. org	(626) 796-1083		(626) 796-0601
Betty Ann Jansen	WOMEN AT WORK		50 N Hill Ave		(626) 796-6870; 793-7396	6	N/A
Community Centers	;						
Spencer Campbell	ROBINSON PARK		1081 N. Fair C	Daks	(626) 744-7330		(626) 791-0309
Adonis Jones	VICTORY PARK		2575 Paloma	St	(626) 798-0865		N/A
Gene Washington	JACKIE ROBINSON CENTE		1020 N. Fair C		(626) 744-7300		(626) 798-5834
Kenny James	VILLA-PARKE COMMUNITY	CENTER	363 E. Villa St	t	(626) 744-6530		(626) 744-6532
Ben Green	PASADENA SENIOR CENTE	ΕR	85 E. Holly St Pasadenasen		(626) 795-4331		N/A
NEIGHBORHOOD	PARKS AND RECREATION	CENTERS		g			
Michael Reed		1501 E. V			(626) 797-1114		N/A
Efrain Montes	LA PINTORESCA PARK	1355 N. R	Raymond		(626) 744-7304		N/A
Antonio Sorcini			nington Blvd		(626) 744-4724		N/A
N/A	BLAIR HIGH SCHOOL		larengo Ave		(626) 585-2027		N/A
	POOL		Ü		` ,		
N/A	PASADENA HIGH SCHOOL POOL	2925 E. S	ierra Madre		(626) 585-2024		N/A
Spencer Campbell		1081 N. F	air Oaks		(626) 585-2025		N/A
Kenny James	VILLA-PARKE POOL	363 E. Vil			(626) 585-2026		N/A
N/A		2750 New			(626) 797-7183		N/A
N/A	AAF ROSE BOWL	360 N Arr	oyo Blvd		(626) 564-0330		N/A
	AQUATICS CENTER		,		,		
CITY OF PASADEN	NA STAFF						
Field Representati	ves						
Contact Name	Title			Department		Phone	
Vannia De la Cuba	Field Representative			City Council/Dist. 5		(626) 744-4741	
Rhonda Stone	Field Representative			City Council/Dist. 4		(626) 744-4740	
Lorain Nagahiro	Administration Assist. 7	To Mayor/0	Council	City Council/Administ	tration	(626) 744-4311	
Tina Williams	Field Representative	-		City Council/Dist. 1		(626) 744-4444	
Jacqueline McIntyre	e Field Representative			City Council/Dist. 3		(626) 744-4738	

Margo Morales-Fuller	Field Representative	City Council/Dist. 2	(626) 744-4742
Jana Stewart	Executive Secretary to Mayor/Council	City Council/Administration	(626) 744-4311
Takako Suzuki	Field Representative	City Council/Dist. 6	(626) 744-4739
Pam Thyret	Field Representative	City Council/Dist. 7	(626) 744-4737
Event Facilities			
Sonya Amos	Staff Representative	Human Services and Recreation	(626) 744-4232
Research and	·		
Reference Services			
Darlene Bradley	Librarian I	Information Svcs/Reference Svcs	(626) 744-4048
Mark Cedeno	Technical Specialist	Information Svcs/MIS	(626) 744-4279
Lee Estes	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7260
Susie Gegenhuber	Principal Librarian	Information Svcs/Community Svcs	(626) 744-4069
Library Community Info			(626) 744-4318
Library MIS			(626) 744-4279
Veneranda Manuel	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7278
Rosa Martin	Librarian II	Information Svcs/Circulation & Branch Svcs	(626) 744-6510
Adriana Petrecky	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7265
Sue Phaneuf	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7268
Wendy Schorr	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7270
Jeannine Semrau	Librarian III	Information Svcs/Circulation & Branch Svcs	(626) 744-4044
Nuart Stepanian	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7262
Thelma Watson	Librarian II	Information Svcs/Circulation & Branch Svcs	(626) 744-7262
Mary Wilde	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7272
Event Publicity	Public Information Officer	City Manager/Public Affairs	aerdman@ci.pasadena.ca.us
Ann Erdman	Public Information Officer	City Manager/Public Affairs	(626) 744-4755
Event Permits			,
Michelle Bernal	Management Analyst	Development /Bus Dev/Film	(626) 744-7124
Grant Questions	,	•	` '
Staff	Staff Assistant III	Planning /Cultural Affairs Div.	(626) 744-7062
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