City of Pasadena **Cultural Affairs Division**



Annual Grants Program Guidelines 2011/2012

Art and Culture Grants Category I Art and Culture Grants Category II Art and Culture Grants Category III Arts Education Partnership Grants Category Individual Artist Grants Category

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Funding period:

ANNUAL GRANTS PROGRAM

City of Pasadena Cultural Affairs Division Annual Grants Program

The Pasadena Arts & Culture Commission and Cultural Affairs are pleased to bring you a number of opportunities for 2011/2012 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 new changes to the Arts and Culture Program categories 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.

GRANT CATEGORIES AND DESCRIPTIONS

Art and Culture Grant Category I (less than \$200,000)

- Non-profit art and culture organizations and non-profit social services organizations with budgets less than \$200,000 that offer arts and culture programs and events presented by artists or managed by arts professionals are eligible to apply for up to \$10,000 in funding. However, it is unlikely that an award amount for the full request will be granted. Please identify other possible sources of support for your project.
- Social service organizations or other non-profit non-arts/culture institutions must partner with an established Pasadena-based art/culture organization or artist to apply.*
- This is a program and program support grant, including support for: exhibitions, performances, education, outreach, and marketing.
- Special initiatives such as planning grants are fundable provided the organization can adequately present the longterm benefit to the organization.
- General operating and equipment is not fundable.
- Applicant organizations must be based in Pasadena and the funded programs must take place in Pasadena with outreach to and accessible by the general public.

*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 on another project.

Art and Culture Grant Category II (\$200,000 up to and including \$500,000)

- Non-profit art and culture organizations and non-profit social services organizations with budgets of \$200,000 up to
 and including \$500,000 that offer arts and culture programs and events presented by artists or managed by arts
 professionals are eligible to apply for up to \$10,000 in funding. However, it is unlikely that an award amount for the full
 request will be granted. Please identify other possible sources of support for your project.
- Social service organizations or other non-profit non-arts/culture institutions must partner with an established Pasadena-based art/culture organization or artist to apply.*
- This is a program and program support grant, including support for: exhibitions, performance, education, outreach, and marketing.

- Special initiatives such as planning grants are fundable provided the organization can adequately present the longterm benefit to the organization.
- General operations and equipment are not fundable.
- Applicant organizations must be based in Pasadena and the funded programs must take place in Pasadena with outreach to and accessible by the general public.

*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.

Art and Culture Grant Category III (over \$500,000)

- Non-profit art and culture organizations and non-profit social services organizations with budgets over \$500,000 that
 offer arts and culture programs and events presented by artists or managed by arts professionals are eligible to apply
 for up to \$10,000 in funding. However, it is unlikely that an award amount for the full request will be granted. Please
 identify other possible sources of support for your project.
- Social service organizations or other non-profit non-arts/culture institutions must partner with an established Pasadena-based art/culture organization or artist to apply.*
- This is a program and program support grant, including support for: exhibitions, performance, education, outreach, and marketing.
- Special initiatives such as planning grants are fundable provided the organization can adequately present the long-term benefit to the organization.
- General operations and equipment are not fundable.
- Applicant organizations must be based in Pasadena and the funded programs must take place in Pasadena with outreach to and accessible by the general public.
- * 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.

NOTE: Organizations without a non-profit status may apply for funds with sponsorship by a fiscal receiver. For further information see Fiscal Receiver, page 8.

Arts Education Partnership Grant Category

- Arts Education Partnership (AEP) is 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 programs include presentations, classes, and workshops in visual, performing and multi-media arts.
- Eligible schools include all those in the Pasadena Unified School District (PUSD) grades pre-K through 12.
- 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 teachers or artists as art educators.
- 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.
- All individual artists, artist teams or arts organizations applying with or without a participating school or schools in the
 collaborative project proposal 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).
- A current letter of agreement is required from a school principal or program coordinator for each participating school in the AEP category. 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.
- A Pasadena arts/culture organization or a Pasadena non-arts/culture organization, partnered with a Pasadena
 arts/culture organization or individual artist or artist team, may offer on- or off- campus programming without a school
 partnership ONLY if the program
 - 1) reflects and demonstrates through documentation the content standards for National / PUSD / California Public Schools (see website: http://www.cde.ca.gov/be/st/ss/documents/vpastandards.pdf);
 - 2) is managed by or in partnership with a professional artist/arts and culture organization; and
 - 3) is documented with the definable goals, guidelines, follow-up, evaluation and assessment procedures provided with the application for review.
- 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.

- For non-artistic organizations a current letter of agreement is required from all participating schools and partnering arts organizations.
- An arts and 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 organization, that is, those which fall within the borders of the City of Pasadena, if they are of similar artistic quality and intent.
- 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. Travel, food and permanent equipment (valued at over \$100) are not eligible. Administrative fees are capped at \$25 per hour even though actual personnel hourly rate may be higher. A potential applicant may receive a complete list of schools and contacts by accessing the City of Pasadena website or by calling (626) 744-7062.

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.
- An individual artist living or working in Pasadena may apply for up to \$5,000 to support exhibitions, performances or special projects. However, 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.

GRANT APPLICATION REQUIREMENTS

General Eligibility Requirements (applies to all categories)

- 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.
- All first time applicants, or those who have not applied since the 2005/2006 cycle, must attend a Cultural Affairs sponsored grant-writing workshop in order to be eligible to apply (see Technical Assistance: page 10).
- All projects must begin after July 1, 2011 and must be completed by June 30, 2012.
- The applicant 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.
- The applicant must comply with the City of Pasadena Affirmative Action/Equal Opportunity Practices Provisions, Chapter 4.09 of the Municipal Code.

Media Support (applies to all categories)

- All applicants in ALL categories are required to submit visual documentation (CD images, DVD, CD-ROM, PowerPoint) regardless of discipline, in addition to any other support documentation (e.g., audio CD, brochure, promotional material, etc).
- The visual documentation must 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.
- All additional documentation should be of the highest quality and represent the application as favorably as possible.

New Programs (applies to all categories)

- If the proposed project is a pilot program of a new organization, or a new project of an established organization, or by an individual artist educator new to the field, visual documentation is optional. However, visual support materials are encouraged for all applications whenever possible, and visual material of related programming may be submitted.
- If additional visual material is submitted, the applicant must explain the relationship of the support material 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.

Eligibility Requirements: Art and Culture I, II, and III Categories

- All applicants must be Pasadena-based non-profit organizations (mailing addresses within the city limits).
- The funded program (or funded portion) must take place in Pasadena with outreach to and accessible by the general public. *Note: Limited fiscal receivership is possible (see Fiscal Receiver, page 8).*
- All Art and Culture I, II and III applicants, regardless of discipline, must provide visual support materials (CD images, DVD, CD-Rom, PowerPoint), representative of the type of programming or performance activity for which funding is requested, in addition to any other support documentation (i.e. audio CD, brochure, promotional material, etc) for each application. All additional documentation should be of the highest quality and represent the application as favorably as possible.
- For AC-I and AC-II applicants, 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's no more than two years old, are required. Applies to AC-III applicants established less than 5 years.
- For AC-III applicants, five years or older, an independent financial audit, review or compilation no more than four years old is required.

Eligibility Requirements: Individual Artist Category

- An Individual Artist applicant is not eligible to apply if a grant award was received within the past three years. (In other words, for the grants cycles of 2008 2009, 2009 20010, or 2010 2011.)
- An Individual Artist applicant must either be a Pasadena-based artist, own or lease property, be locally employed, or be permanent teaching staff or guest lecturer employed during the application cycle at a Pasadena school (primary through university).
- All programming must take place in Pasadena and be open to the general public.
- An Individual Artist may not apply directly to the Art and Culture Category.
- An Individual Artist application must include a written 'letter of intent' from an exhibition or performance host site.
- A project time-line must be submitted with an Individual Artists grant application.

Eligibility Requirements: Arts Education Partnership Category

- A Pasadena arts/culture organization may apply jointly with a school partner to offer standards-based programming onor off- campus.
- A non-artistic organization may provide on- or off- campus standards-based programming only if partnering with a
 Pasadena arts/culture organization and the program is managed by a professional artist/arts organization. Letters of
 agreement are required from all school and arts partners.
- A Pasadena arts/culture organization or a Pasadena non-arts/culture organization partnered with a Pasadena arts/culture organization, or individual artist or artist team, may offer on- or off- campus programming or teacher training without a school partnership ONLY if the program 1) reflects and demonstrates through documentation the content standards for National / PUSD / California Public Schools (see website:
 - http://www.cde.ca.gov/be/st/ss/documents/vpastandards.pdf); 2) is managed by or in partnership with a professional artist/arts and culture organization; and 3) is documented with the definable goals, guidelines, follow-up, evaluation and assessment procedures provided with the application for review.
- If partnered with a school, the Arts Education Partnership evaluation procedures must also contain evaluations of the program and/or the artistic partners from the partnering school host.

- An 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 organization that is based within the borders of the City of Pasadena, if they are of similar artistic quality and intent.
- An individual or partnering artist applying to this category must live or work in Pasadena.
- Only those public schools within the geographical boundaries of the PUSD, grades Pre K-12, are eligible for AEP funds. Private schools are not eligible for funding in this category.
- AEP programs may take place during regular school hours, as an after-school program, during the weekend, or during the summer and may also target art educator training.
- An applicant may apply to the Arts Education Partnership Grant Category and any other annual grants category as long as the applicant meets the requirements of each individual category.
- The Arts Education Partnership applicant must include a sample lesson plan, actual or intended, and a sample evaluation form as part of the application.
- An official letter of agreement is required from a school principal or program coordinator for each participating school in the AEP category.
- Because the interaction between artist(s) and students is of prime importance in this category, it is required that visual
 documentation (CD images, DVD, PowerPoint documentation, etc.), representative of the type of programming or
 performance activity for which funding is requested, be provided to the peer panel for review unless the proposed
 project is a pilot program of a new organization, or a new project of an established organization, or by an individual
 artist educator new to the field.
- All additional documentation should be of the highest quality and represent the application as favorably as possible.

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.

The following are NOT eligible for funding:

- Any city, county, state or federal agency.
- Any City of Pasadena payroll employee, current Arts & Culture Commissioner and his/her immediate family, any
 organization in which a Commissioner serves in a paid or key decision making capacity as per City of Pasadena's
 Legal Department policy.
- Capital Improvement Projects or equipment purchases.
- Fundraisers or other events not open to the general public.
- Projects which are clearly intended for commercial gain.
- Private schools.
- Projects or programs that occur before July 1, 2011 or after June 30, 2012.
- Deficits for projects undertaken prior to July 1, 2011.

California Cultural Data Project Partnership (registration requirement)

The City of Pasadena is engaging in its second year partnership 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). Applicants will fill out the Cultural Data Profile once each year and use that data as part of their application to all participating funders throughout the state.

The CCDP will provide 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. A CCDP profile **IS NOT** required for the Individual Artist category or Individual Art Educators applying to the Art Education Partnership category. See page 13 for more information.

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.

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.

- The Pasadena Cultural Affairs Division requires that all forms 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.
- Complete all forms. If a question does not pertain to the applicant, complete the form by entering N/A or not
 applicable.
- Please do not include any information other than that specifically requested.

QUESTIONS?

Please direct questions to Denise K. Seider, Cultural Affairs, dseider-contractor@cityofpasadena.net or (626) 744-7062.

APPLICATION DEADLINE, Art and Culture I, II and III, Individual Artist, Arts Education Partnerships Categories

- Grant applications must be received no later than 4:00 PM on Wednesday, May 25, 2011 (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 (clipped, not stapled, three hole punched) AND ten (10) single-sided (clipped, not stapled, and three holed punched) copies.
- 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

Review and Selection Process

- All applications are initially reviewed by Cultural Affairs staff for completion and satisfaction of eligibility requirements.
- All complete and eligible applications are forwarded to advisory panel members for review.
- 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.
- A multi-disciplinary panel review process is utilized. Panels are peer review; therefore, each panel is comprised of
 individuals with strong arts backgrounds, who represent the City of Pasadena as well as Southern California.
 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.

Submission Requirements

- Applications must be complete and all attachments included.
- An explanation for any attachments not included must be on the checklist or attached to the checklist.
- Information must be typed on existing form. Please adhere to current format and space limits unless otherwise instructed.
- The application packet is available by downloading from the City of Pasadena website at: http://www.cityofpasadena.net/arts.

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.

Grantee Procedures

- Upon final approval by the Arts & Culture Commission, the City will issue a purchase order for the specific grant award.
- The grantee must invoice against this purchase order incrementally or once at the completion of the project. (Incremental Billing: invoices submitted at 25%, 50%, 75%, & 100% of project completion with corresponding receipts.)
- All payments are reimbursable only.
- The grantee must submit the following final report information in order to receive final payment:
 - o A one-page final narrative, including information on attendance/participation, outreach; and
 - A financial summary of the project including a final revised budget.

Grantee Requirements

- 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.
- All printed materials regarding funded projects include the City of Pasadena seal credit:

and the following

"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.

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 2011/2012 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).

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 J" on the Art and Culture, "Part II, Question K "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.

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)
- Socioeconomic 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.

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.

TECHNICAL WORKSHOPS

Due to the introduction of the California Cultural Data Project (CCDP) and extensive restructuring of the Pasadena Grants Application, it is highly recommended that ALL applicants plan to attend at least one of the grant-writing workshops offered. All first time applicants, or those who have not applied since the 2005/2006 cycle, must attend a city-sponsored Primary grant-writing workshop to be eligible to apply. Each workshop will be partially conducted by Susan Braig, a professional grant-writing consultant.

GRANT WRITING WORKSHOPS

Workshops **required for first time applicants **

Arts and Culture I, II and III AND Festival and Parade	Tuesday, April 12, 2011	6:30-8:00pm
Arts Education Partnership AND Individual Artist	Thursday, April 28, 2011	6:30-8:00pm
All Categories	Tuesday, May 10, 2011	6:30-8:00pm

Location: City of Pasadena Hale Building/Permit Center, Hearing Room, 175 N. Garfield Avenue, Pasadena, CA 91101
Please RSVP to Cultural Affairs Division at 626.744.7062

FUNDING PRINCIPLES

Applications will be reviewed and scored according to how well the application demonstrates the applicant's ability to meet the following funding principles:

ART AND CULTURE I, II and III CATEGORY

ARTISTIC EXCELLENCE

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

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

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

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

Organization demonstrates stability and self-sufficiency.

BUDGET

Project utilizes an accurate and realistic budget.

ABILITY

Organization demonstrates ability to implement the project.

MERIT

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 CATEGORY

ARTISTIC EXCELLENCE

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

ABILITY

Artist/Organization demonstrates ability to implement the project.

STANDARDS

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

CURRICULUM

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

TEACHER INVOLVEMENT

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

EVALUATION

Project includes evaluation component to measure outcome of program.

BUDGET

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

MERIT

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 CATEGORY

ARTISTIC EXCELLENCE

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

ARTISTIC GROWTH / CAREER DEVELOPMENT

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

Project utilizes an accurate and realistic budget.

ABILITY

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

COMMUNITY ACCESS

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

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

CALIFORNIA CULTURAL DATA PROJECT REPORT

This year marks the second year that the City of Pasadena is working in partnership with the California CDP (CCDP). The CCDP is a collaborative project of public and private funders throughout the state of California. The City of Pasadena, along with other public and private funders in California, now requires applicants to complete a Cultural Data Profile through the CCDP Web site (http://www.caculturaldata.org).

The CCDP is an online system for collecting and standardizing historical financial and organizational data and will provide the cultural community with consistent, reliable, comprehensive data on arts and culture in California. Access to reliable data about the cultural sector will enhance both individual organizational capacity as well as the overall effectiveness of the nonprofit cultural community in our state. Further, applicants applying to more than one of the participating grant makers will only need to complete this form once each year.

Uses and potential benefits of the CCDP website and data will include:

- Information for participating cultural organizations for use in benchmarking and capacity-building.
- Information for the cultural sector for the purposes of policy and program development and public relations.
- Information for participating grant-makers for use in their application process.

Participation in the California Cultural Data Project (CCDP) is required for all 2011/2012 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). As part of the application process, it is also due to the City of Pasadena by 4:00pm, **May 24, 2011.**

CCDP is intended to benefit the field by providing a means by which to analyze and report on the impact, assets, and needs of the state's cultural community. This powerful tool will enable participating organizations to benchmark their progress and better equip advocates to make the case for arts and culture, and will facilitate improved grant making and policy development by the funding partners.

- 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 2011/2012 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 2010/11 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

Email: help@caculturaldata.org

The California CDP Help Desk is available Monday – Friday from 9:00am – 5:00pm, PST.

California CDP website: http://www.caculturaldata.org

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 non-profit organizations 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 approximately 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

Central Library (626) 744-7818

Information Desk at Central Library (626) 744-4052

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

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

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
District 1 (cont.)
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 Washington Blvd
Lincoln Ave and Washington Blvd
Lincoln Ave and Washington Blvd
Lincoln Ave and 210 Freeway

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

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

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
District 4 (cont'd):
Orange Grove Blvd and Altadena Dr
Orange Grove and Sierra Madre Villa
Altadena Dr/Sierra Madre Blvd/Foothill
Blvd intersection

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

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

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 Del Mar Blvd Sierra Madre Blvd and Del Mar Blvd Newspapers

ivewspapers						
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 weekly 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 Pres	ss										
Salpy		SBAREZ ARMENIAN AILY	419 W Colorad	do/Glendale		(818) 50	0-9363	(818) 956-050	3	email	3 days advance
N/A	Δ	RMENIAN LIFE	127 S Jackson	St/ Glendale		(626) 66	1-7778	(626) 661-773	3	N/A	N/A
N/A	Д	RMENIAN OBSERVER	6646 Hollywoo Angeles	od Blvd/ Los		(323) 46	7-6767	(323) 467-272	2	N/A	N/A
N/A	C	ALIFORNIA COURIER	1545 N Verdug Glendale	go Rd #106/		(818) 40	9-0949	(818) 409-920	7	N/A	N/A
N/A	N	IASSIS WEEKLY	1060 N Allen A	Ave		(626) 79	7-7680	(626) 797-686	3	N/A	N/A
N/A	N	IEW ARMENIA DAILY	815 S Central	Ave #31/ Glen	dale	(818) 24	6-6468	N/A		N/A	N/A
N/A	N	IOR GYANK	825 E Colorad	o St/ Glendale		(818) 24	0-9996	(818) 240-191	7	N/A	N/A
Asian-America	ın Press					, ,		,			
N/A	C	HI-AM DAILY NEWS	673 Monterey Park	Pass Rd/ Mon	terey	(626) 28	1-2989	N/A		N/A	N/A
Frances He	С	AILY NEWS (Chinese)	1588 Corporate Dr./Monterey F			(323) 26 x221	8-4982	(323) 265-119	2	camera ready	week before
N/A		A DAILY NEWS Chinese)	9639 Telstar A			(626) 45	3-8800	(626) 453-882	2	N/A	N/A
Daniel Lee		OREA CENTRAL DAILY	690 Wilshire P	I/ Los Angeles		(213) 36	8-2558	N/A		camera ready	week before
N/A	N	IGUOI VIET DAILY IEWS (Vietnamese)	1023 S San Ga Gabriel			(626) 45		N/A		N/A	N/A
John Bell	F	AFU SHIMPO (Japanese aily)		jeles St/ Los		(213) 62	9-2231	N/A		email	week before
N/A	S	ally) IAM MEDIA WEEKLY Fhai)	112 St Francis	St/ San Gabri	el	(626) 30	9-9113	N/A		N/A	week before
N/A	ž	HONG GUO DAILY	N/A			(626) 27	9-5900	(626) 453-882	2	N/A	N/A
0 "		IEWS (Chinese)									
College and U	College/										
Paper Name	University	Address	City/Zip	Phone	Fax		Email		Circul		Deadline
CAL ARTS		of 24700 McBean	Valencia	(661) 253-) 255-		muse.calarts.e	22,00	0; 3x/yr	N/A
CURRENTS	the Arts	Parkway	91355	7832	2894		du				
THE CALIFORNIA	Cal Tech	N/A	N/A	(626) 305- 6135	(626) 1294) 577- 	Editors@t		4,000	; every Friday	Monday 5pm
TECH											
CAMPUS NEWS	East Los Angeles Colle	1301 Avenida Cesar ege Chavez	Monterey Park 91754	(323) 265- 8819	(323) 8875) 265- 5	N/A		Wedn	esday	Tuesday one week prior
CAMPUS TIMES	University of Verne	_a 1950 Third St	La Verne 91750	(909) 392- 2712	(909) 2706) 392- 5	Ctimes@u	ılv.edu	2,000	; weekly	one week prior
THE CANYON CALL	College of the Canyons	26455 N. Rockwell Canyon Rd	Santa Clarita 91355	(661) 259- 7800, ext. 3265	(661) 7565) 253- ;	Canyonca ca.us	ll@mail.coc.cc.	7,000	; Tuesday	N/A

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	Mission College	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

Pierce College	CAMPUS ROUNDUP	Los Angeles	6201 Winnetka Ave	90608 Woodland	4222 (818) 719-	5301 (818) 346-	N/A	5,000; Wednesday		Monday
MARKS	ROONDOI	Pierce College					14/7	o,ooo, woanooday		Worlddy
TORO TIMES Cal. State University, University Uni		Cerritos College	11110 Alondra Blvd		2451, ext.		N/A	6,000; Wednesday		N/A
Name	TORO TIMES	University,		•	(310) 243-	N/A	N/A	3,000; biweekly		N/A
State Cal State Chiversity, Los Chiversity Cos Chiversity C	S	Los Angeles Trade Technical	400 W. Washington				N/A	5,000; every three weeks		N/A
STAR Valley College STAR Valley College STAR Valley College STAR Valley College STAR ST	UNIVERSITY	Cal State University, Los					-	7,000; Mon and Thurs		
Section College			5800 Fulton Ave				N/A	N/A		N/A
Collège Fil Camino Collège El Camino Collège Blvd Torrance (310) 532- (310) 660- (6092 M/A 25,000; Thursday Monday Monday		Glendale	1500 N. Verdugo Rd	Glendale	(818) 240- 1000 ext.	(818) 551-		3500; 8 times/ semester		N/A
College Blvd 90506 3670 6092 Radio Stations Contact Name Station Phone Fax Don Rapella (rapella@ Earthlink.net) 55 KPAS-PCAC (short postings, approx 3 lines) (626) 794-8585 (626) 795-5874 Larry Mantle KPCC: LARRY MANTLE'S AIR TALK (626) 585-7000 (626) 585-7916 Gary Mercer KALI-AM 1400 (Pasadena) (626) 844-0156 N/A Nick Gao KAZN-AM 1300 (Pas) (626) 351-4204 N/A John Duncan KLYY-FM 107.1 (Pas) (626) 351-6218 N/A Robert Sanchez KBLA-AM 1580 (Hispanic) (213) 625-1242 N/A Daniel Trippi KBUA-FM 94.3/KBUE-FM 105.5 (Hispanic) (323) 461-9946 N/A Ben Kelly KKBT-FM 92.3 (310) 203-8989 N/A Phil Jones KLAX-FM 97.9 (Hispanic) (310) 838-5222 N/A Chuck Monshontz	VIKING		4901 E. Carson St			` '	N/A	N/A		N/A
Contact Name Station Phone Fax Don Rapella (rapella@ Earthlink.net) 55 KPAS-PCAC (short postings, approx 3 lines) (626) 794-8585 (626) 795-5874 Earthlink.net) *** *** (626) 585-7000 (626) 585-7916 Gary Mercer KALI-AM 1400 (Pasadena) (626) 844-0156 N/A Nick Gao KAZN-AM 1300 (Pas) (626) 351-4204 N/A John Duncan KLYY-FM 107.1 (Pas) (626) 351-6218 N/A Robert Sanchez KBLA-AM 1580 (Hispanic) (213) 625-1242 N/A Daniel Trippi KBUA-FM 94.3/KBUE-FM 105.5 (Hispanic) (323) 461-9946 N/A Ben Kelly KKBT-FM 92.3 (323) 634-1888 N/A Phil Jones KLAX-FM 97.9 (Hispanic) (310) 203-8989 N/A Chuck Monshontz KLOS-FM 95.5 (310) 838-5222 N/A Jack Silver KLSX-FM 97.1 (213) 386-3649 N/A Richard Santiago KLVE-FM 107.5/ KTNQ-AM 1020 (Hispanic) (323) 465-3856 N/A Miguel Alonso KPRS-AM 1090 (Hispanic) (323) 464-2668 N/A							N/A	25,000; Thursday		Monday
Don Rapella (rapella@ Earthlink.net) 55 KPAS-PCAC (short postings, approx 3 lines) (626) 794-8585 (626) 795-5874 Larry Mantle KPCC: LARRY MANTLE'S AIR TALK (626) 585-7000 (626) 585-7916 Gary Mercer KALI-AM 1400 (Pasadena) (626) 844-0156 N/A Nick Gao KAZN-AM 1300 (Pas) (626) 351-4204 N/A John Duncan KLYY-FM 107.1 (Pas) (626) 351-6218 N/A Robert Sanchez KBLA-AM 1580 (Hispanic) (213) 625-1242 N/A Daniel Trippi KBUA-FM 94.3/KBUE-FM 105.5 (Hispanic) (323) 461-9946 N/A Ben Kelly KKBT-FM 92.3 (323) 634-1888 N/A Phil Jones KLAX-FM 97.9 (Hispanic) (310) 203-8989 N/A Chuck Monshontz KLOS-FM 95.5 (310) 838-5222 N/A Jack Silver KLSX-FM 97.1 (213) 386-3649 N/A Richard Santiago KLVE-FM 107.5/ KTNQ-AM 1020 (Hispanic) (323) 465-3856 N/A Miguel Alonso KPRS-AM 1090 (Hispanic) (323) 464-2668 N/A	Radio Stations									
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Miguel Alonso KPRS-AM 1090 (Hispanic) (323) 464-2668 N/A			= -	AM 1020 (Hispa	anic)		` '			
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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 (Hispan	•	(213) 251-1033		N/A
•	· ·	•	, ,		N/A
John Paley	KVCA-AM 670 (Hispan	· ·	(213) 628-1216		
Jaime Jarrin	KWKW-AM 1330 (Hispa	•	(323) 461-7347		N/A
N/A	Sounds of the Armenia	·	(818) 246-7353		N/A
N/A	Horizon (ANC Media N	etwork): Armenian	(818) 246-1989		(818) 956-1106
Schools, Libraries and Busin	esses (Good 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		1500 E Villa St	(626) 793-0656		
Linda Vista Elementary		1259 Linda Vista Ave	(626) 793-2197		
Loma Alta Elementary		3544 N Canon Blvd/ Altadena	(626) 797-1173		
Longfellow Elementary		1065 E Washington Blvd	(626) 794-1134		
Madison Elementary		515 Ashtabula St	(626) 793-1181		
Norma Coombs Elementary Noves Elementary		2600 Paloma St 1919 E Pinecrest Dr/ Altadena	(626) 798-0759		
Roosevelt Elementary		314 N Pasadena Ave	(626) 794-1149 (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		CO. O Madio Biva	(320) 130 0100		
Alverno High		200 N Michillinda Ave/Sierra Madre	(626) 355-3463	Grades 9-12)
Assumption of the Blessed V	irain		(626) 793-2089	K-8	•
Assumption of the blessed v	iigiii	2660 E Orange Grove	(626) 793-2089	N-o	

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	(626) 817-4000	Grades 9-12
Mayfield Junior	405 S Euclid Ave	(626) 796-2774	K-8
Mayfield Senior	405 S Euclid Ave	(626) 799-9121	Grades 9-12
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	200 S Sierra Maure Bivu 209 E Mariposa/ Altadena	(626) 794-9654	K-8
	1030 E California Blvd	(626) 794-9654	K-12
Polytechnic School		` ,	K-12 K-5
Rising Star Academy	1143 N Lake Ave	(626) 798-1180	
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		4	
CENTRAL LIBRARY	285 E Walnut St	(626) 744-0452	
ALLENDALE BRANCH	1130 S Marengo Ave	(626) 744-7260	

HASTINGS BRANC	CH 3	3325 E	Orange Grove Blvd	(626) 744-7262	
HILL AVENUE BRA		55 S Hil	_	(626) 744-7264	
LAMANDA PARK E	BRANCH	140 S A	Altadena Dr	(626) 744-7266	
LA PINTORESCA I	BRANCH	1355 N	Raymond Ave	(626) 744-7268	
LINDA VISTA BRA		1281 Br	•	(626) 744-7278	
SAN RAFAEL BRA	NCH	1240 Ni	ithsdale Rd	(626) 744-7270	
SANTA CATALINA	BRANCH	999 E V	Vashington Blvd	(626) 744-7272	
VILLA PARKE CEN		363 E V	<u> </u>	(626) 744-6510	
Businesses				,	
Borders	2	475 S L	ake Ave	(626) 304-9773	
Vromans			Colorado Blvd	(626) 449-5320	
Ralphs			ake Ave	(626) 793-7420	
Ralphs			Foothill Blvd	(626) 351-8806	
Rite-Aid			Foothill Blvd	(626) 351-0515	
Rite-Aid			Colorado Blvd	(626) 796-5539	
Rite-Aid	2	2330 E	Walnut Ave	(626)304-2725	
Vons			Allen Ave	(626) 798-7603	
Vons			California Blvd	(626) 577-7149	
Vons			Colorado Blvd	(626) 449-4338	
Vons			Fair Oaks Ave	(626) 578-1233	
Community CONTA	ACTS (good for flyers, announcemen			,	
Community Organia			,		
Contact Name	Organization	A	ddress	Phone	Fax
Philip Koebel	AMERICAN FRIENDS SERVICE	98	80 N Fair Oaks Ave	(626) 791-2205; (626) 791-1978	(626) 791-2205
	COMMITTEE				
Sona Djiguerian	ARMENIAN CULTURAL CENTER		40 E Washington Blvd	(626) 798-1098	(626) 798-7872
Nancy Forbes	CHILD CARE INFORMATION SERVICE	27	700 E Foothill Blvd	(626) 449-8296	N/A
N/A	ECUMENICAL COUNCIL of CHURCHES	44	44 E Washington Blvd	(626) 797-2402	(626) 797-7353
N/A	EL CENTRO DE ACCION SOCIAL	L 37	7 E. Del Mar	(626) 792-3148	(626) 792-3084
Cynthia Austin	FOOTHILL FAMILY SERVICES	11	18 S Oak Knoll Ave	(626) 795-6907	(626) 795-7080
Sandra Furukama	FULLER SEMINARY	13	35 N Oakland Ave	(626) 584-5285	(626) 304-3930
Roberta Martinez	LATINO HERITAGE ASSOCIATIO	ON 14	45 N. Raymond Ave.	(626) 792-5101	(626) 791-9418
Sue Kujawa	MOTHER'S CLUB		26 E Orange Grove	(626) 792-2687	(626) 793-1832
Brian Biery	NEIGHBORHOOD CONNECTION NEWSLETTER	IS 18	834 E. Walnut	(626) 744-7290	(626) 398-0194
N/A	ONE-STOP CAREER CENTER		207 E. Green St; www. oothilletc.org	(626) 796-JOBS	N/A
Sue Wells	PASADENA BOYS AND GIRLS CLUBS		8 S Sierra Madre Blvd	(626) 578-9803	N/A

John Catalani	PASADENA CHAMBER OF COMMERCE		865 Del Mar		(626) 795-3355		(626) 795-5603
N/A	PASADENA COMMUNITY EDUCATION CENTER		3035 E. Footh	nill Blvd	(626) 585-3006		N/A
Leann Lampe			171 S. Los Ro	obles Ave	(626) 795-9311		(626) 795-9656
Betsy Richmond	PASADENA UNIFIED SCHO DISTRICT	OOL	350 S Hudson	n Ave	(626) 795-6981		N/A
N/A	SOUTH LAKE BUSINESS A	SSOC.	350 S. Lake A southlake ave	Ave Suite 276; info@ enue.com	(626) 792-1259		(626) 792-1287
Manuel Carcido	UNITED TEACHERS OF PA	SADENA	2303 E Wash	ington Blvd	(626) 798-5452		N/A
Margaret Keane	WELLNESS COMMUNITY			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; 793-739	6	N/A
Community Center	rs .						
Spencer Campbell	ROBINSON PARK		1081 N. Fair (Oaks	(626) 744-7330		(626) 791-0309
Adonis Jones	VICTORY PARK		2575 Paloma	St	(626) 798-0865		N/A
Gene Washington	JACKIE ROBINSON CENTER		1020 N. Fair ((626) 744-7300		(626) 798-5834
Kenny James	VILLA-PARKE COMMUNITY				(626) 744-6530		(626) 744-6532
Ben Green	PASADENA SENIOR CENTE	:R	85 E. Holly St Pasadenasen		(626) 795-4331		N/A
Neighborhood Par	ks and Recreation Centers						
Michael Reed	JEFFERSON PARK	1501 E. ∖			(626) 797-1114		N/A
Efrain Montes	LA PINTORESCA PARK	1355 N. F			(626) 744-7304		N/A
Antonio Sorcini	WASHINGTON PARK		hington Blvd		(626) 744-4724		N/A
N/A	BLAIR HIGH SCHOOL POOL				(626) 585-2027		N/A
N/A	PASADENA HIGH SCHOOL POOL	2925 E. S	Sierra Madre		(626) 585-2024		N/A
	ROBINSON PARK POOL	1081 N. F			(626) 585-2025		N/A
Kenny James	VILLA-PARKE POOL	363 E. Vi			(626) 585-2026		N/A
N/A	CORAL CENTER POOL	2750 Nev			(626) 797-7183		N/A
N/A	AAF ROSE BOWL AQUATICS CENTER	360 N Arı	royo Blvd		(626) 564-0330		N/A
CITY OF PASADE	NA STAFF						
Field Representat							
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.	To Mayor/	Council	City Council/Adminis	tration	(626) 744-4311	
Tina Williams	Field Representative			City Council/Dist. 1		(626) 744-4444	
Jacqueline McIntyr	•			City Council/Dist. 3		(626) 744-4738	
Margo Morales-Fu	ller 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