

**Masters Leadership Program
Arts & Communications Day Agenda
February 16, 2011**

Board Hosts: William Moll & Bill Chiego

Emergency Numbers: 259-9867

Class Day Objectives

Arts - “Arts and Humanities Keeping Pace with a Growing San Antonio”

To emphasize the critical importance of the arts within our community. To give some sense of the operational aspects and challenges of arts non-profits. To hear first hand from those dealing on a daily basis with the realities of balancing the demand for arts with a growing San Antonio. To become familiar with a variety of volunteer opportunities available, including service as a board member.

Communications - “Media and Public Relations – Getting Added Value for Non-Profits”

To enable class members - as present and prospective non-profit board members - to better understand how non-profits can get added value through effective and efficient media and public relations efforts; to appreciate the importance of improved communication skills in enhancing greater effectiveness with all media: TV, radio, print, new media and outdoor; to provide useful information concerning the changing media that Class VII members can use as non-profit board members.

7:30a Arrive by private vehicles at **McNay Art Museum**, 6000 N. New Braunfels

Continental Breakfast – AT&T Lobby, Stieren Center for Exhibitions

8:05a **David Patrick**
Chiego Lecture Hall
Announcements

8:10a **Bill Chiego**, Director, McNay Art Museum; and MLP III Graduate,
Welcome and Overview of the Arts Segments

Arts and Humanities

8:15a **Moderated Panel Discussion: “Arts & Humanities Keeping Pace with a Growing San Antonio”**

(Each panelist discusses for 5-8 minutes – remainder of time is for Q & A)

Panel Moderator: Bill Chiego, Director, McNay Art Museum; and MLP III Graduate

Panelists: **Marise McDermott**, President & CEO, Witte Museum
Paula Owen, President, Southwest School of Art
Patty Ortiz, Executive Director, Guadalupe Cultural Arts Center
Katie Erickson, AT&T Director of Education, Adult Programs, San Antonio Museum of Art

MLP Mission

To provide proven leaders with a unique opportunity to learn firsthand about the issues and needs in Bexar County, while encouraging the use of their skills for the betterment of the community.

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- 9:20a Break
- 9:30a Tour of the McNay Art Museum *(Class divided into four groups)*

Performing Arts

- 10:20a **Moderated Panel Discussion on “Performing Arts Keeping Pace with a Growing San Antonio”**
(Each panelist discusses for 5-8 minutes – remainder of time is for Q & A)
- Panel Moderator: J. Bruce Bugg, Jr.**, Chairman & President, Bexar County Performing Arts Center Foundation; and Chairman, The Tobin Endowment
- Panelists:** **Jack Fishman**, President & CEO, San Antonio Symphony
Mark Richter, Founder/Artistic Director, San Antonio Opera
Mel Weingart, Chairman Pro Tem of a new opera company being formed in San Antonio
Rodney Smith, General Director, Bexar County Performing Arts Center Foundation
- 11:30a Board Bus and travel to **San Antonio Museum of Art (SAMA)**, 200 W. Jones Ave
- 11:45a **Lunch** at SAMA
- 12:30p **Tour of SAMA** *(Class divided into four groups)*

Communications

- 1:15p Board Bus and travel to **KLRN-TV Station**, 501 Broadway, **Robert L. B. Tobin Studio Comfort Break**
- 1:45p **Bill Chiego**
Welcome and Overview of the Communications Segment
- 2:00p **Gisela Girard**: Founder and CEO, Creative Civilization
“Social Media -- Getting Added Value for Non-Profits”
- 2:45p **Break**
- 3:00p **Moderated Panel Discussion: “Media and Public Relations – Getting Added Value for Non-Profits”**
- Panel Moderator: Bruce Kates**, Executive Producer, KLRN “Texas Week with Rick Casey” Broadcast
- Panelists:** **Bob Rivard**, Editor, San Antonio Express-News
Arthur Emerson, CEO, GRE Creative Communications
Dan Skinner, President/General Manager of Texas Public Radio
Jackie Rutledge, General Manager, WOAI-TV
Charlotte-Anne Lucas, Project Manager, NOWCast SA; and former Content Director of MySanAntonio.com
- 4:15p **Board Bus** and return to the **McNay Art Museum**
- 4:30p **Social Hour at the McNay Museum** hosted by Bill Chiego and the McNay staff.

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