

# NEWS

For Immediate Release: March 9 1998  
Contact: Katie West, 215/496-9424

## PennPAT Presents Workshops On Marketing for Performing Artists

Pennsylvania Performing Arts on Tour (PennPAT) is presenting a series of free workshops focusing on marketing strategies and materials that will be open to all Pennsylvania performing artists. Workshops are scheduled for April 16 in Lewisburg at Bucknell University, April 20 in Pittsburgh at the Benedum Center, and April 21 in Philadelphia at Settlement Music School in the Mt. Airy neighborhood. Workshops will begin at 1 p.m. and last until 4 p.m. They will be followed by a proposal writing workshop to assist artists in applying for inclusion in the PennPAT Artist Roster (please see other press release). Anyone interested in attending either of these free workshops must R.S.V.P. to the PennPAT office at 215/496-9424 prior to April 10, 1998.

“Marketing From the Inside Out,” was developed and will be presented by Ivan Sygoda, Director of Pentacle, a New-York-based not-for-profit arts service organization. Artistic and administrative staff members from performing arts groups are encouraged to attend as a team. Individual performing artists are also welcome. Artists may bring their promotional video and printed materials for possible critique. Sygoda believes that the artist’s unique vision is the best focal point for the development of effective marketing and fundraising strategies and materials. This “from the inside out” approach will be applied to the artist’s/company’s promotional prose, videos and photographs as well as to administrative structures and decision-making processes.

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Sygoda joined Pentacle as a tour manager in 1976 after a first career teaching French language and literature at various colleges in the Northeast. He became director three years later. Sygoda has been a guest speaker and panelist on arts issues at professional conventions and on cable television and radio, and has lectured on arts administration for colleges, universities and performing arts service organizations. He has served as a panelist for the National Endowment for the Arts, as well as for regional and state arts organizations and councils across the country. Sygoda is past president and board member for the National Association of Performing Arts Managers and Agents (NAPAMA) and has served more than three years on the board of the Association of Performing Arts Presenters.

Sygoda conceived Pentacle's "Marketing from the Inside Out" workshops for emerging and non-mainstream dance and performance companies, and has presented them in New York, San Francisco, Washington, Boulder and Los Angeles.

Pennsylvania Performing Arts on Tour (PennPAT) is a new program that will provide two million dollars over the next three years to support the touring of professional Pennsylvania performing artists within Pennsylvania. It includes a competitive grant program open to all non-profit organizations and units of government in Pennsylvania as well as workshops and technical assistance grants for Pennsylvania-based performing artists. Its purpose is to provide income and development opportunities for professional Pennsylvania performing artists through increased access to and engagement with audiences in communities throughout the Commonwealth.

This groundbreaking new program, administered by Mid Atlantic Arts Foundation, was developed and funded in a unique partnership between the Pennsylvania Council on the Arts, a state agency, and three private philanthropies – the Vira I. Heinz Endowment, the William Penn Foundation and The Pew Charitable Trusts.

For PennPAT guidelines, application or information, or to register for a workshop, contact Pennsylvania Performing Arts on Tour, 1811 Chestnut Street, Suite 301, Philadelphia, PA, 19103. Telephone: 215/496-9424. Fax: 215/496-9585. E-mail: [pennpat@erols.com](mailto:pennpat@erols.com).