



## MetLife Foundation



### LA STAGE ALLIANCE TO HOST FORUM SERIES ON CULTURAL LEADERSHIP

#### *First Event to Feature Author and Cultural Analyst Patricia Martin*

Los Angeles, CA, April 21, 2008 – LA Stage Alliance will host two forums on cultural leadership as part of the MetLife Foundation National Arts Forum Series for arts and business leaders. The 2008 series— *New Frameworks for The Changing Face of America*—examines models that provide a new way to look at diversity in the United States and how it is reshaping our culture.

The first event features keynote speaker, author and cultural analyst Patricia Martin. The first forum featuring Martin will take place on **Thursday, May 8 at 8:00am.** at the **Los Angeles County Arts Commission, 1055 Wilshire Blvd., Suite 800.** Following Martin's presentation, she will join a local panel of Los Angeles arts and cultural leaders including Susan Gray, Cultural Arts Planner, City of Los Angeles, Community Redevelopment Agency and Samuel Hoi, President, Otis College of Art and Design. Liz Ondaatje, national arts policy expert, will moderate the panel.

The second forum, a follow-up discussion among community arts and business leaders, will be held on **Wednesday, September 10**

The 2008 MetLife Foundation National Arts Forum Series looks at how both arts and business are addressing the issue of increasing diversity in this country as it relates to workforce development, leadership and management, and product offerings through a new theory being advanced by Martin.

Martin's theory says that the "RenGen," short for renaissance generation, is a cultural movement created by the confluence of art, education, entertainment, and business that has as its center a powerful new player: the cultural consumer. It defines a growing stratum of Americans who thrive on information and ideas to fuel their creativity and shows how it will drive the next wave of innovation. Most importantly, the RenGen is a way of seeing how the issue of diversity has evolved from statistics and quotas to a new reality reflected in this new trend that crosses race, class, age and ethnicity.

Terence McFarland, Executive Director of LA Stage Alliance said, "LA Stage Alliance is always thrilled to draw attention to the connections between the arts and culture sector and the broader community and I thank MetLife Foundation for enabling us to host these forums. I've always been impressed by Martin and hope that our sessions will lead to building stronger relationships between business and the arts in Los Angeles. Mayor Villaraigosa's most recent budget summary opened with the line, "Los Angeles is America's undisputed creative capital." The research and knowledge presented in Martin's book, *RenGen* will present Los Angeles leaders with tools to leverage our confluence of creativity."

"These forums will help arts and business participants better understand the increasingly diverse nature of our population and how to strengthen the arts, business, and community." said Sibyl Jacobson, president and CEO of MetLife Foundation"

For more information and to register for **Los Angeles'** MetLife Foundation National Arts Forum Series, visit [www.lastagealliance.com/metlife.asp](http://www.lastagealliance.com/metlife.asp)

### ***About LA Stage Alliance***

LA Stage Alliance is a 501 (c)(3) non profit organization founded in 1975 dedicated to building awareness, appreciation and support for the performing arts in Greater Los Angeles through community building, collaborative marketing and audience development, professional development to strengthen operations for members and advocacy. LASA serves over 325 organizational members (professional, educational and community-based producing and presenting performing arts organizations) annually in the counties of Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara and Ventura and individual members comprised of local, regional, national and international performing arts patrons.

### ***About Patricia Martin***

Author, consultant, and recognized expert in cultural marketing, Patricia Martin is President of Chicago-based LitLamp Communications Group, the firm she founded in 1995. The firm serves a variety of clients who need to forge and manage innovative communications through marketing alliances. Clients include: Discovery Channel, Art Institute of Chicago, Brooklyn Public Library, Georgetown University, National PTA, New York Philharmonic, Unisys, and Sun Microsystems. To date, her efforts have helped clients yield over \$200 million in new revenues through sponsorship, marketing alliances, and cross-promotions.

Martin has been featured for her innovative work in the *Chicago Tribune*, *The New York Times*, *Advertising Age*, and *Brand Week Magazine*. She also contributes regular commentary for *Crain's Chicago Business*. A popular speaker, Martin lectures at the University of Chicago and the Lake Forest Graduate School of Management.

Over the course of the last five years, the forums have established a clear record of achievement in communities across the United States, galvanizing conversations among and collaborations between arts and business leaders. The dialogues that take place at the forum revolve, by design, around relevant cultural and economic issues. Past forum topics have included private sector support of the arts; the impact of 9/11 on arts marketing and philanthropy; and arts-based training programs for business, among others.

### ***About the Series***

Forums are presented as part of the The 2008 MetLife Foundation National Arts Forum Series. In the coming year, forums will take place in 11 cities nationwide and will investigate new frameworks for cultural leadership. Excerpts from each forum will be posted on the Americans for the Arts website, [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org), and a forum will take place in June at the Americans for the Arts 2008 Annual Convention in Philadelphia. Forums are produced by program partners of Arts & Business Council of Americans for the Arts, which is focused on developing private-sector support for the arts within the organization's broader mission of advancing the arts in America.

MetLife Foundation was established by MetLife to carry on its long-standing tradition of corporate contributions and community involvement. Grants are made to support health, educational, civic, and cultural organizations and programs. Recognizing the vital role the arts play in building communities and educating young people, MetLife Foundation provides grants to cultural organizations throughout the country. Support is emphasized for opportunities to bring cultural experiences to wider audiences and for projects with large and diverse audiences that help promote greater understanding among different cultures and bring communities together. For more information about the foundation, please visit its website at [www.metlife.org](http://www.metlife.org).

*Americans for the Arts is the leading nonprofit organization for advancing the arts in America. With offices in Washington, DC, and New York City, it has a record of 48 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org).*

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