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Invitation to the Party: Building Bridges to the Arts, Culture and Community

Donna Walker-Kuhne
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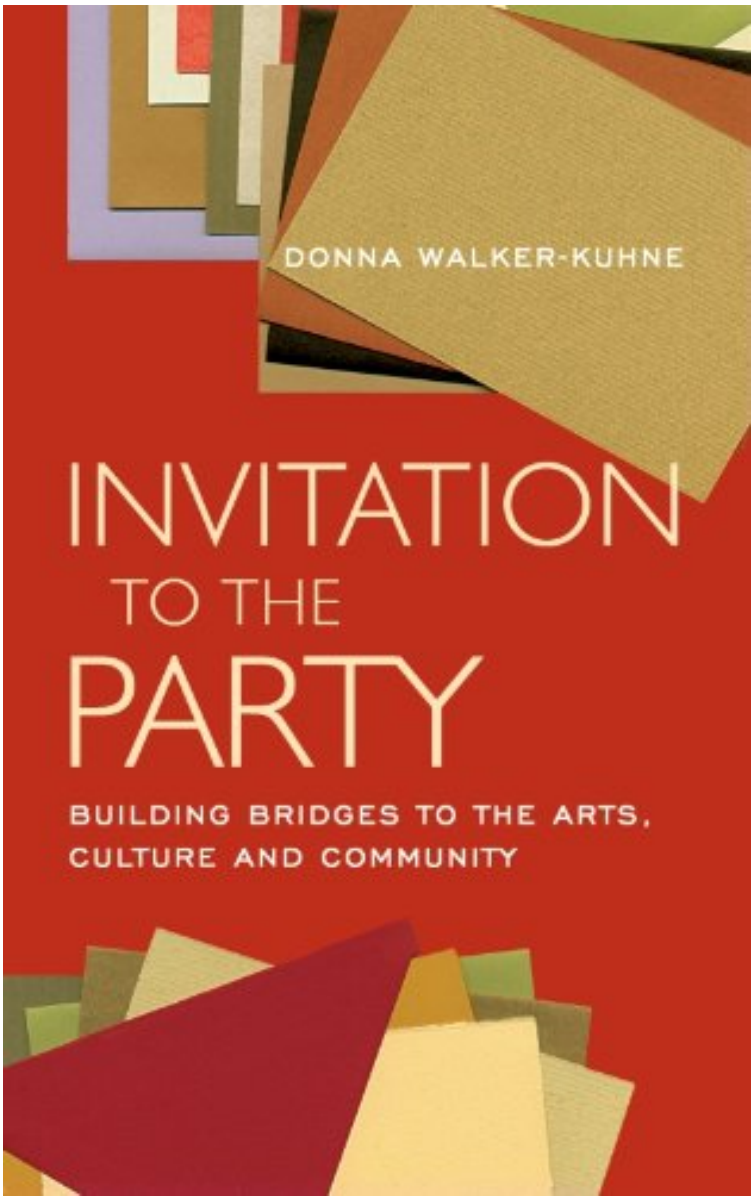

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Donna Walker-Kuhne : Invitation to the Party: Building Bridges to the Arts, Culture and Community before purchasing it in order to gage whether or not it would be worth my time, and all praised Invitation to the Party: Building Bridges to the Arts, Culture and Community:

0 of 0 people found the following review helpful. Donna Walker-Kuhn documents in detail a wealth of experiences in

successful audience development strategies.By AvaIncredibly insightful. The author provides clarity, details and depth on her endeavors throughout the United States and beyond in engaging communities, building partnerships and expanding audiences for arts organizations. Reading Donna Walker -Kuhne's experiences in audience development elicits so much excitement as it makes the case that the greatest limitations are the ones in our mind, even in the bleakest circumstances. Donna Walker-Kuhne is honest on the demands of an effective audience development program as it takes time to manifest into tangible results. I was particularly moved of how Donna's iinitiatives prompted community key players to work together whom continued to support each other long after their participation in audience development. I can not resist retelling the stories Donna shared in this book, yes, it's that compelling. If you are interested in concrete strategies or inspiration to expand your imagination in audience development, this book is the best investment of your time and energy.1 of 1 people found the following review helpful. A Must For Arts AdministratorsBy Fatimat A.This book should be part of the foundation of arts organizations all over the world. If you're interested in learning more about engaging audience or even how the Arts is marketed towards the larger community as a whole - this is the book for you. This book list's Donna's experiences but also displayed whats works and what doesn't work when it comes to reaching audiences. Its okay to have a comfortable crowd in your theaters, but wouldn't it be better to have an even more exciting and diverse crowd?0 of 0 people found the following review helpful. Five StarsBy Cathye JohnsonAwesome

Acknowledged as the nationrsquo;s foremost expert on audience development involving Americarsquo;s growing multicultural population by the Arts and Business Council, Donna Walker-Kuhne has now written the first book describing her strategies and methods to engage diverse communities as participants for arts and culture. By offering strategic collaborations and efforts to develop and sustain nontraditional audiences, this book will directly impact the stability and future of Americarsquo;s cultural and artistic landscape. Donna Walker-Kuhne has spent the last 20 years developing and refining these principles with such success as both the Broadway and national touring productions of Bring in rsquo;Da Noise, Bring in rsquo;Da Funk, as well as transforming the audiences at one of the U.S.rsquo;s most important and visible arts institutions, New Yorkrsquo;s Public Theater. This book is a practical and inspirational guide on ways to invite, engage and partner with culturally diverse communities, and how to enfranchise those communities into the fabric of arts and culture in the United States.Donna Walker-Kuhne is the president of Walker International Communications Group. From 1993 to 2002, she served as the marketing director for the Public Theater in New York, where she originated a range of audience-development activities for children, students and adults throughout New York City. Ms. Walker-Kuhne is an Adjunct Professor in marketing the arts at Fordham University, Brooklyn College and New York University. She was formerly marketing director for Dance Theatre of Harlem. Ms. Walker-Kuhne has given numerous workshops and presentations for arts groups throughout the U.S., including the Arts and Business Council, League of American Theaters and Producers, the Department of Cultural Affairs, and the National Endowment for Arts to name a few. She has been nominated for the Ford Foundationrsquo;s 2001 Leadership for a Changing World Fellowship.