



**FOR IMMEDIATE RELEASE:**

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**The John F. Kennedy Center for the Performing Arts  
Announces the  
*Arts in Crisis: A Kennedy Center Initiative*  
50 State Tour**

**President Michael M. Kaiser to Travel to all 50 States,  
Puerto Rico and Washington, D.C., to Assist Organizations in Need**

(WASHINGTON, D.C.) The John F. Kennedy Center for the Performing Arts is taking part in a national tour for *Arts in Crisis: A Kennedy Center Initiative*. Kennedy Center President, Michael M. Kaiser travels to all 50 states, Puerto Rico, and the District of Columbia to lead arts management symposia. At each event, hosted by a local arts organization, Kaiser will address the challenges facing non-profit performing arts organizations today through such areas as fundraising, building more effective Boards of Trustees, budgeting, and marketing.

Since the initiative's launch in February 2009, the Kennedy Center has hosted symposia and arts community conversations in major cities across the country, including Boston, Chicago, San Diego, Philadelphia, Sacramento, San Francisco, Baltimore, Detroit, Cleveland, Kalamazoo, New York City, Indianapolis, Louisville, Lexington, Nashville, Charlotte, Richmond, Seattle, Tacoma, Madison, St. Paul, and Washington, D.C. Upcoming tour dates will include 13 cities in eight states, including St. Louis, MO; Kansas City, MO; Wichita, KS; Des Moines, IA; Houston, TX; Dallas, TX; San Antonio, TX; Orlando, FL; Miami, FL; Honolulu, HI; Maui, HI; Meridian, MS; and Birmingham, AL to extend his arts management expertise and personal support throughout the nation. Additional dates will be announced on [artsincrisis.org](http://artsincrisis.org) in the coming weeks.

"Each locality is dealing with its own unique and specific challenges, and there is no better way to understand each region than through in-person visits," said Kaiser. "Communicating in person allows us to be more effective in advising organizations in need."

*Arts in Crisis: A Kennedy Center Initiative* is a response to the emergency facing arts organizations throughout the United States. The program, open to non-profit 501(c)(3) performing

arts organizations, provides free and confidential planning assistance in areas pertinent to maintaining a vital performing arts organization during a troubled economy. The program is currently working with more than 450 organizations in 40 states, Puerto Rico and the District of Columbia. Over 100 experienced arts leaders from across the country are volunteering their time to serve as mentors to organizations in need.

A list of upcoming *Arts in Crisis* symposia is below. Additional dates will be announced on [www.artsincrisis.org](http://www.artsincrisis.org) in the coming weeks.

### ***Arts in Crisis: A Kennedy Center Initiative 50 State Tour***

<b>November 17</b>	<b>St. Louis, MO</b>	<b>The Sheldon Concert Hall</b>
<b>November 18</b>	<b>Kansas City, MO</b>	<b>Lyric Theatre</b>
<b>November 19</b>	<b>Wichita, KS</b>	<b>Mary Jane Teall Theater, Century II</b>
<b>November 20</b>	<b>Des Moines, IA</b>	<b>The Temple for Performing Arts</b>
<b>November 30</b>	<b>Dallas, TX</b>	<b>Venue TBA</b>
<b>December 1</b>	<b>Houston, TX</b>	<b>Venue TBA</b>
<b>December 2</b>	<b>San Antonio, TX</b>	<b>San Pedro Playhouse</b>
<b>December 9</b>	<b>Orlando, FL</b>	<b>Crown Plaza Downtown</b>
<b>December 10</b>	<b>Miami, FL</b>	<b>Adrienne Arsht Center for Performing Arts</b>
<b>December 16</b>	<b>Honolulu, HI</b>	<b>Mission Memorial Auditorium</b>
<b>December 17</b>	<b>Maui, HI</b>	<b>Maui Arts and Cultural Center</b>
<b>January 21</b>	<b>Meridian, MS</b>	<b>MSU Riley Center</b>
<b>January 22</b>	<b>Birmingham, AL</b>	<b>Birmingham Children's Theatre</b>

“Nearly six million people make their living in the non-profit arts industry and arts and cultural activities contribute more than \$160 billion to our economy every year,” said First Lady Michelle Obama. “The President provided an additional \$50 million in funding to the NEA in the Recovery Act to preserve jobs in state arts agencies and regional arts organizations in order to keep them up and running during the economic downturn. Our future as an innovative country depends on ensuring that everyone has access to the arts and to cultural opportunities and the Arts in Crisis initiative addresses this important intersection of creativity and commerce.”

Speaker of the House Nancy Pelosi stated, “Arts organizations are facing the same challenges as America’s families and communities; in this recession, it is tough to make ends meet. Yet as President John F. Kennedy once said, ‘The life of the arts – far from being an interruption in the life of a nation – is very close to the center of a nation’s purpose.’ That is why I applaud Michael Kaiser and the Kennedy Center for the Arts in Crisis initiative, which is helping to preserve arts organizations that are struggling during this difficult time. In so doing, we are ensuring a vibrant cultural life for our nation for generations to come.”

“The recent closure of the Las Vegas Art museum – which had been operating continuously since 1974 – shows that this economic recession is taking a serious toll on our art institutions in Nevada and throughout our nation,” said Senate Majority Leader Harry Reid. “The Kennedy Center’s *Arts in Crisis* provides hands-on training that will enable struggling arts organizations to emerge from the economic downturn stronger than ever. I know that the arts in Nevada will benefit from the Kennedy Center’s expert advice and I look forward to Mr. Kaiser’s visit to my state.”

Senate Minority Leader Mitch McConnell commended, “Like many Kentuckians, I appreciate the contributions of the arts and humanities in enriching our communities and I would like to thank the Kennedy Center for lending its considerable fundraising and management expertise to help local arts agencies weather these difficult times.”

“At this time of economic challenge for our country, families and small businesses are struggling to make ends meet, and the same can be said of arts organizations throughout our nation,” concluded House Minority Leader John Boehner. “I commend Michael Kaiser and the Kennedy Center for stepping up to help arts organizations in communities across America weather the storm, sharing their expertise and counsel at a time when they’re needed most.”

***Arts in Crisis: A Kennedy Center Initiative*** also enables senior arts managers across the United States to volunteer to serve as mentors to other arts organizations. “There are many talented arts administrators around the country, and we encourage them to lend their expertise,” said Michael Kaiser. “If all of us work together, we can turn a time of crisis into a time of opportunity.”

Non-profit performing arts organizations who would like to participate in the program should visit [www.artsincrisis.org](http://www.artsincrisis.org) to submit an online request. The Kennedy Center will quickly match organizations in need with a member of the Kennedy Center executive staff or a volunteer mentor in their local area.

Since 2001, Michael M. Kaiser and his executive staff have shaped numerous arts leaders through the Kennedy Center Institute for Arts Management. The Institute provides a wide variety of

training and support for arts management, including a capacity building program for culturally specific arts organizations; a program to train board members of arts organizations throughout the United States; international capacity building programs for arts organizations in 60 nations; a capacity building program for over 280 arts organizations in New York City; and [artsmanager.org](http://artsmanager.org), an interactive web resource for arts management professionals. The Kennedy Center also offers internship and fellowship programs, exposing arts professionals to various facets of arts management.

*Arts in Crisis: A Kennedy Center Initiative* is funded by Helen Lee Henderson and Adrienne Arsht.

For more information about *Arts in Crisis: A Kennedy Center Initiative*, please visit [artsin crisis.org](http://artsin crisis.org).

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## **Michael M. Kaiser**

President, The John F. Kennedy Center for the Performing Arts

Michael M. Kaiser has been President of the Kennedy Center since January 2001. He has expanded the educational and artistic programming for the nation's center for the performing arts, has overseen a major renovation effort of most of the Center's theaters and has led the country in arts management training.

Signature artistic programs during his tenure have included an unprecedented celebration of the works of Stephen Sondheim; major festivals of the arts of China, Japan and the 22 countries in the Arab World; long-term relationships with the Bolshoi Ballet, the Mariinsky Ballet and Opera, New York City Ballet and Alvin Ailey American Dance Theater; a country music festival; a celebration of August Wilson's ten plays presented in sequential order; as well as a major revival productions of *Ragtime* that is transferring to Broadway this year. Mr. Kaiser also works closely with the National Symphony Orchestra's Music Director and its Board of Directors on the Orchestra's performances and outreach programs.

Mr. Kaiser created the Kennedy Center Arts Management Institute to provide advanced training for arts administrators at varying stages of development and has created a series of programs to help train others in the field. He has created a ten-month fellowship program for mid level arts administrators to include intensive course work and practical experience with the various Kennedy Center departments. A multi-year summer program for international arts managers is in its third season. Mr. Kaiser has created a Capacity Building Program for culturally specific arts organizations, which offers mentoring services to the leaders of African American, Latino, Asian American and Native American arts groups from across the United States. A similar program was instituted for arts organizations in the American Midwest and the City of New York. He also advises performing arts organizations around the world on building institutional strength through marketing, strategic planning and fundraising, and, in this capacity, is currently working with arts leaders in 60 countries. He has created [artsmanager.org](http://artsmanager.org), a website that provides resources to arts managers around the world.

In February 2009, he created "Arts in Crisis: A Kennedy Center Initiative," a program to provide free arts management consulting to non-profit performing arts organizations around the United States. Mr. Kaiser has embarked on a national tour for the Arts in Crisis initiative, hosting arts management symposia in all 50 states, Puerto Rico, and the District of Columbia through August 2010. More information may be found at [www.artsincrisis.org](http://www.artsincrisis.org).

Mr. Kaiser previously served as the Executive Director of the Royal Opera House, the largest performing arts organization in the United Kingdom. During his tenure with the Royal Opera House, that organization erased its historic accumulated deficit, completed a £214 million

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redevelopment of the facility, created an endowment fund, and greatly increased its level of support from the private and public sectors.

Prior to joining the Royal Opera House, Mr. Kaiser was Executive Director of American Ballet Theatre. During his three-year tenure at ABT, Mr. Kaiser erased the entire historic accumulated deficit, created a second company, greatly expanded national and international touring activity, substantially increased both contributed and earned income, and built an acclaimed series of education programs.

Mr. Kaiser has also served as Executive Director of the Alvin Ailey Dance Theater Foundation, the world's largest modern dance organization. During his tenure, the Ailey Company erased its accumulated deficit, expanded its school, and increased all forms of revenue. He has also served as General Manager of the Kansas City Ballet, where he also erased the company's deficit.

As a consultant to a variety of arts organizations Mr. Kaiser has advised such institutions as The Jewish Museum, the Market Theatre (Johannesburg), Detroit Symphony, Glimmerglass Opera, New York City Opera, and many others. He also represented the United States on a commission that established the Arts Council of the Republic of South Africa.

Before entering the arts management field, Mr. Kaiser was a management consultant in the corporate sector. In 1985, he sold the consulting firm he founded, Kaiser Associates, which specializes in helping large corporations formulate strategic plans. Among his clients were General Motors, IBM, Corning Glass Works and 50 other major corporations. Kaiser Associates remains a major participant in the strategy-consulting field.

Mr. Kaiser has served as a research economist for Nobel prize-winning economist, Wassily Leontief, and is the author of four books: *The Art of the Turnaround* (2008); *Strategic Planning in the Arts: A Practical Guide* (1995); *Developing Industry Strategies: A Practical Guide of Industry Analysis* (1983); and *Understanding the Competition: A Practical Guide of Competitive Analysis* (1981).

Mr. Kaiser received his Master's degree in Management from M.I.T.'s Sloan School of Management and his Bachelor's degree in Economics *magna cum laude*, from Brandeis University. He has been an Adjunct Professor of Arts Administration at New York University, and a Lecturer at the University of the Witwatersrand in Johannesburg.

He has received the *Dance Magazine* Award in 2001, Capezio Award in 2002, Helen Hayes Washington Post Award for Innovative Leadership in the Theater Community in 2003, the St. Petersburg 300 Medal in 2004, Washingtonian of the Year in 2004, a U.S. Department of State Citation in 2005, the Blacks in Dance Award in 2005, and was the First American to receive China's "Award for Cultural Exchange" in 2005. He was awarded The Order of the Mexican Eagle in 2006 and was named Impresario of the Year in 2006 by Musical America. In 2009, Mr. Kaiser received the George Peabody Medal for Outstanding Contributions to Music in America and the Kahlil Gibran "Spirit of Humanity" Award from the Arab American Institute Foundation.

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