

MBA Arts & Media Newsletter



York Offers New Combined MBA/MFA (MA) Degrees:

York University has distinguished itself in many ways but among its central achievements are the excellence of its Faculty of Fine Arts and of the Schulich School of Business. In 1999, drawing on that expertise, York will offer combined Masters programs in Fine Arts and Business providing students the opportunity to combine graduate studies in the fine arts with a degree in business, completing the combined program in three rather than the normal four years. MBA/MFA degrees will be offered in Visual Arts, Theatre and Film and MBA/MA degrees will be offered in Art History, Dance and Music. As the home of the only MBA Program in Arts and Media Administration, the Schulich School of Business and York University are uniquely positioned to offer this combined program.

Soundings of those working in arts management and particularly of students who have independently completed graduate degrees in both business and the arts indicate a strong interest in the combined program. The program offers students the opportunity to integrate the course work covered in each program, to develop a clear understanding of current artistic and administrative issues, and to ensure that they enter their chosen field of practice knowledgeable about both the relevant art forms and arts management.

In Theatre the program will provide artistic directors with the knowledge required to work in partnership with a company's business manager and board, or in the case of small organizations, as is more and more the case, to provide the required knowledge of both sectors. The corollary of this proposition can be found in the fact that through such a combined program, business managers will have a better knowledge of and formal experience in the artistic practice of the organization with which they are involved. The director of the Grad Program in Dance describes the benefits the combined program will offer to Canada's dance community: "Increasingly, as funding structures change, able administrators with knowledge of the arts and understanding of artists are required to ensure the survival of performing groups at all levels ... Graduates of the proposed combined degree will exit York with an understanding of the arts combined with business acumen in the crucial areas of marketing, cultural policy and fund-raising".

The program offers new opportunities for students who are en route to careers in various sectors including film, television and the arts community. A cross-over has already occurred with visual arts students in both the MFA and MA programs. Students compliment their MA/MFA courses with business courses, recognizing that contemporary curatorial practice and gallery management also requires knowledge of the policy environment in which institutions work and the need for artistic decision-making, framed by a clear understanding of the financial implications of those decisions.

For further information on the Combined Program call Kathleen Welsby at (416) 763-5217.

F'98 Graduates from left to right:
bottom: Melusine Klein, John Stanwyck
centre: Daisy Thomas, David Hunt (W'98), Cecilia Paolucci,
Moonlake Lee, Rachelle Beaudin, Abishek Mathur
top: Paul Smith, Joyce Zemans

June 12th, 1998 The Schulich School of Business held its annual ceremony ushering MBA Graduates onto the next stage of their professional lives -- more commonly known as Convocation.

Brenda Gainer and Joyce Zemans, Co-Directors of the Program in Arts and Media Administration, were proud to celebrate the achievements of the members of the program's largest-ever graduating class.

Best wishes are extended to this year's graduates:

Rachelle A. Beaudin
Tracey N. Ferris, *with Diploma*
Kevin J. Fleming, *with Diploma*
Jamie B. Grossman, *with Diploma*
Greg M. Jarvis
A. Melusine E. Klein
Tonya R. Lindo, *with Diploma*
Abishek Mathur
Sarah E. Newkirk
Cecelia C. Paolucci, *with Diploma*
Lindsay C. Reid, *with Diploma*
Michael F. Sims
Paul R. Smith
John P. Stanwyck
Daisy S. Thomas
Ira M.A. Wagman, *with Diploma*
Kevin L. Wagman, *with Diploma*
David Weitzner, *with Diploma*
R.P. Quammie Williams, *with Diploma*
Moonlake L. Lee, LLB/MBA, *with Diploma*

Frederick Harris Music Co. Ltd. and RCM Examinations Set a Record for Internship Placement

By Ira Wagman

An integral part of the Arts and Media program is the internship requirement. Usually occurring between the first and second year of the MBA degree, the internship provides students with the opportunity to apply what they have learned in the first year of the program to a real work context.

The Frederick Harris Music Co., Limited, based in Mississauga, Ontario, is Canada's oldest and largest print music company. Along with its complementary business, RCM Examinations, The Frederick Harris Music Co., Limited has, over the past ten years, employed 12 York Arts and Media students. Today, over 10% of the employees at The Frederick Harris Music Co., Limited and RCM Examinations are graduates of the York Arts and Media MBA program.

In order to find out why this has been the case, we spoke to Andrew R. Shaw, President & CEO of Frederick Harris. Formerly with Ernst & Young, Mr. Shaw is a certified management consultant. He is a member of the Advisory Board of York's Arts and Media Administration Program, and has taught as an Adjunct Professor in both the Arts and Media Administration program and the Nonprofit Program. In response to our questions, Mr. Shaw stated:

"The great thing about students from the Arts and Media Administration Program at York is that, by choosing this program over others, the students have self-qualified as candidates interested and motivated to work at The Frederick Harris Music Co., Limited. This is especially true for those students who have an undergraduate degree in music.

Although many of the students lack meaningful work experience, they bring a freshness of perspective to Frederick Harris. The combination of some formal business training, an interest in management, energy, motivation, and new ideas help keep our company "on its toes". This presents a desirable and stimulating situation for everyone. On one side, you have a student who is self-qualified through background and training. On the other side, The Frederick Harris Music Co., Limited and RCM Examinations are in the position, because of growth and development, to provide real jobs that have direct bottom line impact on the performance of the organizations. (Our interns are not simply putting in "subsidized time" doing low-risk tasks or a narrow part of the work of a permanent member of staff.) To be successful, the work experience must make a real difference both to the performance of the company and to the professional managerial development of the intern. The Frederick Harris Music Co.'s mission statement formally calls for the provision of a developmental work experience for all employees: as a result, over half of the staff are formally pursuing professional development. This presents a healthy context for interns -- one where the intern's interest in professional development is shared by most staff.

We have made it a practice only to hire when the internship experience is a meaningful one, in the hope that the student may be encouraged to make a career within the arts. This is particularly important, since there is a desperate need for people with strength in management skills and aptitude in the arts and cultural sector in Canada."

Internship Support Announced

The Program in Arts and Media Administration, in the Schulich School of Business, is pleased to announce endowed scholarship support of \$32,500 annually* for students in the Arts and Media Administration program, including those who are enrolled jointly in the MBA/MFA (MA) programs and in the MBA/LLB program.

These scholarships will be offered to students in support of the required internship and will be awarded in the year in which they undertake their internship commitment.

In each case the award will be based on merit and will include grades and contributions to academic and cultural life. In the case of contributions which have been matched by OSOTF funding, Ontario residency and the evidence of financial need must also be demonstrated.

The Committee adjudicating these awards will be composed of two faculty members, the director of Student Affairs and International Relations, one MBA student and an external member (likely a member of the Program's Advisory Committee).

The George Gardiner Award

This award was presented to the Program in 1995 when George Gardiner, founder of the Gardiner Museum, was awarded the Council for Business and the Arts prize for his contribution to the arts in Canada. In recognition of the Program's contribution to management in the cultural sector, Mr. Gardiner allocated \$10,000 of his award to endow internship support for students in the Program in Arts and Media Administration.

The Gardiner Award is valued at \$500.

It will be awarded annually beginning in 1999.

The Onex Award in Arts and Media Administration (OSOTF)

The Onex Corporation's President and Founder, Gerald Schwartz, has had a life-time commitment to the arts. This endowed award reflects Gerald Schwartz's long history of arts support and his commitment to strengthening arts management capacity.

This award is valued at \$500.00

It will be awarded annually beginning in 1999.

The J.P. Bickell Internship Awards in Arts and Media Administration (OSOTF)

This endowed award reflects the J.P. Bickell Foundation's commitment to the support of arts management and to strengthening arts management capacity in Canada.

The number of awards will depend on the applications received.

The awards will be valued at a minimum of \$3,000.

\$7,500 will be awarded annually, beginning in 1999.

The Imasco Internship Awards in Arts and Media Administration (OSOTF)

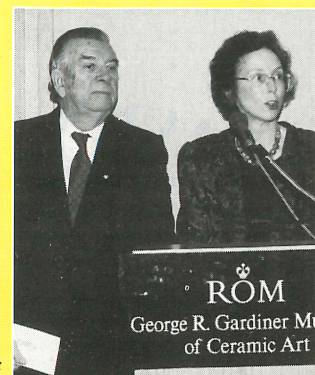
This endowed award reflects Imasco's long history of arts support and its commitment to strengthening arts management capacity in Canada.

The number of awards will depend on the applications received.

The award will be valued at a minimum of \$3,000.

When this award is fully endowed in the year 2000, it will generate \$24,000 per year.

*Note: The Imasco Internship Awards will not be fully endowed until the year 2000.



ARTM Co-Director Joyce Zemans accepting the award from program benefactor the late George R. Gardiner

Alumni Update!

Photos from the 5th Annual ARTM Alumni Dinner held Tuesday May 29, 1998 at Grano's Restaurant, Toronto

1981 Tina Dallas

Recently started her own management consulting business specializing in New Media and Copyright.

1983 Myles Kesten

President, The CD-ROM Store.

1985 Don Berkowitz

Executive Officer, Cultech Research Centre.

1989 Len Pendergast

Business Officer, Ontario Film Development Corporation.

1989 Raina Feldman

Business Officer, Tax Credits, Ontario Film Development Corporation

1990 Jim Cox

Professor, Media Arts, Sheridan College.

1992 Keith Durrant

Vice-President, Operations, Digital Renaissance.

1993 Keith Clarkson

Executive Producer, Digital Renaissance.

1993 Laura Michalchyslyn

Programmer, Showcase Television.

1994 Katherine Halpenny

Director, Marketing & Communications, Canadian Film Centre.

1995 Trevor Baker

Operates his own recruiting business focusing on the Entertainment, Cultural, Amusement and Leisure industries.

1995 Michael Shostak

Vice-President, Sales & Marketing, Digital Renaissance.

1995 Bailey Daniels (nee Belman)

International Sales Executive, Ellis Enterprises.

1995 Jomée Lee

Partner, Zeero Inc.

1995 Michael Malone

Executive Director, Trinity Square Video.

1997 Andrea Freund

Lawyer, Blake, Cassels & Graydon.

1997 Du-Yi Leu

Associatè, Genovese, Vanderhoof & Associates.

1997 Kelly MacIntosh

Marketing Coordinator, Mirvish Productions.

1997 Tara Andresen

Manager-Advertising (Sponsorship & Events), Bell Canada.

1998 Moonlake Lee

Student-at-Law, Cassels, Brock & Blackwell.

1998 Lindsay Reid

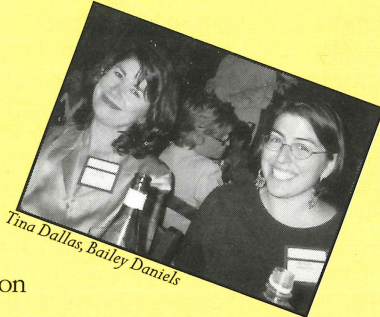
Patrons' Council Coordinator, National Ballet of Canada.

1998 Mehusine Klein

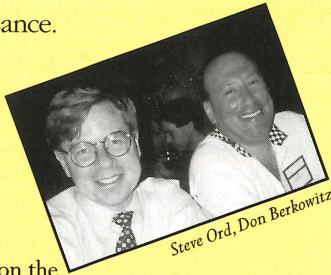
Fundraising Co-Ordinator, Theatre Francais de Toronto

1998 Rachelle Beaudin

Marketing & Business Development Coordinator, Zaq Technology



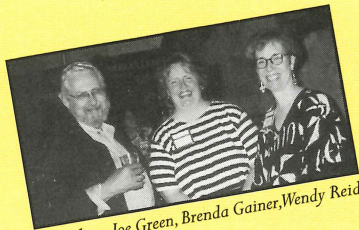
Tina Dallas, Bailey Daniels



Steve Ord, Don Berkowitz



Joyce Zemans, Brian Wynn



l-r: Joe Green, Brenda Gainer, Wendy Reid

What's News At York!

Rhombus Media Makes York History: Four Honorary Degrees in One



Rhombus Media: Niv Fichman, Barbara Willis-Sweete, Chancellor Avi Bennett, Sheena Macdonald and Larry Weinstein

On June 8th, 1998 the founders of Rhombus Media, Niv Fichman, Barbara Willis-Sweete, Larry Weinstein and Sheena Macdonald received an Honorary Degree from York's Faculty of Fine Arts marking the first time York has ever bestowed a degree on a group.

The company was founded in 1979 shortly after three of these candidates had been students in York University's Department of Film and Video. Since that time, Rhombus Media has produced some of the world's finest films about the performing arts. Films such as *September Song*, *Long Day's Journey into Night*, *Yo-Yo Ma Inspired by Bach*, and perhaps their best known production, *Thirty Two Short Films About Glenn Gould* are among Canada's most widely seen cinematic contributions to the world's theatres, broadcasters, and, not infrequently, awards ceremonies. We honour these filmmakers, not just for their artistic success, but their intellectual integrity in presenting the work of this century's most complex talents: Kurt Weill, Arnold Schoenberg, Eugene O'Neill, Erik Satie and many others. We honour them as well for their extraordinary generosity in donating Rhombus Media's priceless archive to our university.

Niv Fichman is a member of the Advisory Committee for the Program in Arts & Media Administration.

New Publishing Chancellor for York University

McLelland and Stewart President Avie Bennett was installed as York University's new Chancellor on Friday May 19, 1998.

Bennett's address stressed not only the merits, but also the necessities, of a liberal arts education. His views on liberal arts education are in direct contrast with a growing number of people advocating that university education should be strictly preparation for filling jobs in the corporate world.

A great patron of the arts, Bennett expressed his belief that "without theatre, music, painting, fine writing or ballet, which is one of my particular passions along with baseball — the world would be a dull and joyless place". He also encouraged students "to hang around more — in the library, in the coffee shop, yes, even in the bars. Part of education is the lively debate that is inevitable when young people gather to discuss ideas and even argue about them with ... wonderful certainty and passion."

Culture and The Civic Society An International Symposium on Cities and the Support of their Culture

by Quammie (aka Rudi) Williams

In September 1997 I participated in a two-day symposium on cities and the support of culture. For the city of Toronto this was an extremely important issue in light of the pending merger of the cities in the Greater Toronto area into the Mega-City. International in scope, the event was organized by the Toronto Arts Council and Metro Parks and Culture. Invitees were from Paris (not Ontario), London (not Ontario), New York and Sydney (not Nova Scotia). They included Graham Wiffen, Head of Public Affairs, The London Arts Board; Julie Walton, Councillor, City of Sydney; Susan Rothschild, Assistant Commissioner for Cultural Institutions, New York City Department of Cultural Affairs; Fleur Brown, Manager of Public Affairs, Tourism and City Marketing, Sydney; Gilles Lefebvre, Conseil des arts de la Communaute urbaine de Montreal (CACUM); Moira Johnson, Culture and Tourism Consultant, Paris; David Crombie, former Mayor of the City of Toronto and Anne Collins, President of the TAC. This distinguished group brought an international perspective and valuable insights to the analysis of the civic response to issues surrounding the arts and arts communities.

The first shock to the Toronto audience was the fact that most of the international cities represented spend up to three times Toronto's arts budget in support of their artists through various programs and services. In a discussion on the relationship between culture and economic development, panelists David Mirvish (Mirvish Productions), Norman Seagram (Harbourfront), and Larry Rudolph (Hummingbird) and moderator, Peter Finestone (City of Toronto), offered clear examples of the impact of the arts and culture on economic development in Toronto.

Though panelists stressed the need for corporate support of the arts, Norman Seagram was forceful in stating that a responsible government should seek to support culture recognizing that, in addition to other benefits, culture is an economic growth industry. David Mirvish also called for an examination of tax policies for non-profit theatre companies which he argued serve as development houses for commercial productions.

Kathleen Sharpe (Metro Parks and Culture) opened the second day of the Symposium. The first panel was on the topic of culture as a community builder. We heard from the visitors first and then Lillian Allen, David Hlynsky, Rollo Myers, Cliff Dyke and I joined them to discuss our own contributions and observations as

cultural workers in the city. In our discussion we heard of the many and varied ways in which arts and cultural programs are placed in a position of importance in cities such as New York, London etc. Of great significance to me was the whole issue of how these cities manage and address cultural diversity. I found Sydney's *Streets Alive* program that takes art into the communities and the Bronx's business centre for the arts and fine arts training centre to be particularly innovative in meeting the needs of artists. In my remarks, I spoke of the need to include children in the design of the new city's arts policies. I talked of the commitment parents must make to exposing children to the arts. I also raised the issue of the need for a coherent national arts policy. Lillian spoke about establishing community partnerships.

Graham Wiffen, formerly a Toronto resident, had some advice for our city, suggesting that Toronto has a valuable asset in its cultural diversity and that it should promote itself internationally along those lines. Yet, as he pointed out, spending on tourism is being decreased in most cases, making many initiatives virtually impossible.

The session on cultural tourism the second day was moderated by Janice Price of the Hummingbird Centre. In addition to the visitors, panelists included Joan Pierre, Jessica Fraser of the Toronto Theatre Alliance, and Loreen Lalonde of Livent. The discussion during lunch was just as interesting as the panel discussion. Audience members engaged the panelists in discussions on their topics of expertise and particular interest.

The Symposium was well organized and facilitated by the TAC and Metro Parks and Culture. It will be interesting to see how some of the information and suggestions are implemented in the new Mega-City structure. On my last visit to the TAC office, Rita Davies and staff were diligently working away at the new vision for Toronto Arts. *Spreading the Word*, issued by the Toronto Arts Council, touches on the highlights of the Symposium. Check it out!! An important aspect of all the discussions that I witnessed was the need for well-trained arts managers and administrators who are diverse in their skill sets and know cultural policy. I ask you my fellow Arts and Media-ites, are we ready to meet the challenges? I can only say for myself that our program has been an important component in my preparation. For that, Give Thanks!!!!

We've Moved!

**The Arts & Media Administration Program Office can now be found at:
Rm. 316**

**Schulich School of Business
York University, 4700 Keele Street, North York, ON, M3J 1P3**

**For More Information please contact:
Kathleen Welsby
(416) 736-5217 fax (416) 650-8071**

**Keep us up-to-date on current happenings and whereabouts.
Newsletter contributions are welcome.**