

## Home Page

- design, colours, bridge logo all good
- would prefer local-specific content rather than generic references in cartoon image on home page
- would prefer some reference to other disciplines—music, literary, dance etc—rather than visual art alone

## Opening Page, Arts & Culture

- would prefer WRAC logo without the white circle background, as on current website:



- clearer and more detailed description of what kind of information is actually available might be helpful at this point (beyond “cultural information”)

## Cultural Directory

- categories will be modified slightly for 2003-04 Cultural Directory
- current Regional Cultural Links section of WRAC website has these categories: dance, festivals, heritage, literary, music, resources, theatre, video/film, visual arts. Galleries are listed under visual arts; museums under heritage. Some listings are presented twice—e.g. Contemporary Art Forum in festivals and visual arts.
- Search works well

## Arts Space Inventory

- cultural venues inventory or better yet, exhibition & performance venue inventory might be a better title (“art space” probably suggests studio space to most people)

## Artist Profiles

- a brief intro for each person in the “list all artists” section might encourage people to look further
- there could be a separate section for organizational profiles (for smaller organization & new projects that don’t have a web presence yet)

## Press Packages

- “Press Room” would be preferable as a title
- option could be: releases for last week, month, 3 months, et cetera. Since listings will be in chronological order based on date of receipt, starting with the most recent and going backwards, readers can scroll back as far as they choose regardless. My only concern here is people with slower Internet connections, who don’t want to download more than is necessary.
- listing for media contact person is probably not needed in “list all releases” section—just the headline, the date of release, and, if applicable, perhaps the date of the event
- a slightly longer intro might also be helpful for end users. Here’s an example from the Arts Journal website:

**BATTLE FOR THE SOUL OF THE MUSIC BIZ:** "Record and radio insiders report that several major record companies have quietly introduced new payment schemes for the influential middlemen known as independent promoters, or indies, who peddle songs to radio. Concerned about the runaway costs of indie promotion, which by some estimates costs the music industry more than \$150 million annually, label executives say they're determined to return some fiscal sanity to a process that to most outsiders does not appear sane." *Salon 08/07/02*

**CHANGES AFOOT IN CHICAGO:** The longtime top man at the Chicago Symphony Orchestra is stepping down from his position at the end of next season. Henry Fogel, who became CSO executive director in 1985, insists that he is not being forced out, but concerns are running high in Chicago about the orchestra's massive operating deficit. Fogel was the occasionally controversial executive behind the renovation of the CSO's Orchestra Hall and the hiring of Daniel Barenboim as its music director, as well as holding the chairmanship of the American Symphony Orchestra League. *Chicago Tribune 08/06/02*

**TOKYO TRIES FOR A COMEBACK:** The Tokyo String Quartet has not been the same since the departure of first violinist Peter Oundjian in 1995. Internal squabbles, lukewarm reviews, and general fatigue have contributed to the quartet's difficulties in the fickle and fast-changing world of chamber music. But the Tokyo has a new first violinist who is generating buzz, in large part for his inexperience in the international arena, and rumor has it that the Tokyo may be on its way back into the upper echelons of string quartets. *The Globe & Mail (Toronto) 08/07/02*