

**Auditions for The Wizard of Oz**

Coleman Auditorium

Gualala Arts Center

Saturday, August 23, 11:00 a.m.

Sunday, August 24, 11:00 a.m.

Art Center Theater has chosen **"The Wizard of Oz"** as its 2008 Winter Show. With singing and non singing roles for a large cast of men, women and children - this will be a treat for the entire community!

Auditions are scheduled for August 23 and August 24 at 11:00 a.m. on the Gualala Arts Center stage. Private music coaching for principals will begin in September - by appointment. Music rehearsals start in October and full production rehearsals begin on October 27. Performances are scheduled for December 5, 6, 7 and 12, 13, 14 with a possible additional performance on December 11.

This show promises to be a wonderful experience for cast and audience members! You won't want to miss out on the fun! For information, contact the director, Lynne Atkins at 884-3838

**Updates from Dave Jordan, webmaster and tech guru**

Gualala Arts Center recently upgraded our internet connection to a T-1 line. That allows the staff to send and receive messages with attachments much more quickly. In addition, we will be able to offer videoconferencing services. We also have wireless access to the internet (WiFi) throughout the building.

We recently received a high resolution digital video projector as a donation, which we can use for slide shows and video presentations.

We have added several new sections to our website, GualalaArts.org. The Local Artists section has information on some of the many of the artists who live and work in our area; the Photo section has photographs of some of the major events at the Arts Center. We hope to add to both sections as time goes on. So far this year, the website has been receiving an average of about 500 visitors a day.

**Updates from Barbara Pratt, publicity coordinator and stealth photographer**

Gualala Arts was offered an opportunity to partner with other non-profits on the Mendocino Coast in a newly created organization called Mendocino Arts Showcase. Not only has it given me great new contacts but it has made the advertising dollars of Gualala Arts stretch much further. I hope that many of you have seen the quarterly color brochures listing all the major events happening on the Mendocino coast. This was a major achievement getting ten organizations to work together to produce something of such high quality in such a short time.

For this quarter, five thousand of these brochures are being distributed to lodgings, real estate offices, galleries, restaurants, and tourist locations. The Mendocino Music Festival is giving a brochure in each ticket packet. You will note that Gualala Arts is well represented in each brochure.

Newspaper ads were created that listed the major events of participating Coastal organizations, so Gualala Arts events were again being presented to the public. We created a series of ads touting the "Cool Coast" in five local Sacramento weekly papers. We felt people were more likely to really read a local paper rather than a quick look at big city dailies. Not that we wouldn't like to advertise in the "big papers," but we felt we needed to make our dollars really count. We're going after some grant monies that we hope will give us this opportunity next spring and summer season.

For Gualala Arts, especially the Chamber Summer Weekend, Art in the Redwoods Festival and the Studio Tour, I have used many of the resources that were discovered from being part of MAS (Mendocino Arts Showcase). We are using an established distribution source that makes sure our Gualala Arts posters and brochures are available in the Mendocino area and some inland locations.

I have been very proud to represent Gualala Arts and am thrilled to see the publicity help the success of our events.