

Issues in Social Media for the Arts 2019

Blueskying a Social Media Platform for the Arts

Hosted by

the Social Media Narratives Class

Art and Technology Studies

School of the Art Institute of Chicago

Facebook and Google Groups, November 7-12

Google Docs Transcript: Juana Guzman

What is needed in contemporary social media for the arts?

Judy Malloy

7:21 AM Nov 11

For more than 35 years, Juana Guzman has served as a nationally acclaimed consultant, manager, fundraising and earned income specialist to non-profit organizations, museums, corporate and philanthropic sectors throughout the United States. Throughout her career, Ms. Guzman has championed the promotion and preservation of the arts, culture, heritage and as a catalyst for diverse American populations. Since 1980, Ms. Guzman has developed and implemented strategies that focused on organizational capacity building, community engagement, strategic and cultural planning, diversity training in the workplace, entrepreneurialism, fundraising in the public and private sectors, creative place-making and place-keeping in diverse communities of color, tourism lead by diverse communities, as well as facility development initiatives for non-profit organizations. In 2012, Ms. Guzman left her position of 13 years as the Vice-President of the National Museum of Mexican Arts (NMMA) in Chicago, the largest accredited Latino arts institution, to start her own company I Juana Know Inc., with a focus on enhanced revenue and diverse fundraising strategies for creative markets, organizational capacity building, technical assistance advisor to non-profit organizations and creative place-making/creative place-keeping. Ms. Guzman previously served as the Director of Community Cultural Development for the City of Chicago's Department of Cultural Affairs (DCA) for 18 years. During her tenure at the DCA she was responsible for innovative economic initiatives that focused on providing strategic planning and earned income development in support of Chicago's most diverse and underserved communities.



Tommer Peter...

9:17 AM Nov 11

Resolve



Hi Juana - Great to cross paths with you once again. As soon as s figure out how, I am about to post thoughts on accessibility and representation...
Tommer



Judy Malloy

7:06 AM Nov 11

Resolve



Hi Juana, Welcome to the Issues in Social Media for the Arts panel. It's great to see you here!

Juana Guzman
November 11, 2019

What

is needed in contemporary social media for the arts

Reflecting

on this question immediately brings to mind the issue of accessibility, participation and representation particularly for schools, diverse artists--both formal and informal and non art practitioners who are deeply rooted in **rural** and urban communities throughout the United States.



Isobel Harbison

8:31 AM Nov 11

Resolve



important question/ distinction

The

lack of financial support and technical skills is a major obstacle to individuals/students/artists/educators ability to present their artistic voices and vision. Preventing them from having a presence on social media, engaging in critical discussions regarding the arts, presenting their unique artistic and cultural points of view and creating opportunities for cross cultural exchanges from a first-voice perceptive. Contemporary social media platforms needs to expand and include those voices who have been marginalized.



Judy Malloy

4:19 PM Nov 13

If we look at the issues of accessibility and expense through the lens of a potential social media platform hospitable to the arts, funding for those who cannot afford broadband connection. coupled with policy activism for affordable broadband – as well as funding for technology transfer would be very desirable!

Over 25 years ago, all of these things were important in Arts Wire's mission. And they are still vitally needed!