

March 12, 2008

What We Don't Know About the Performing Arts Field **Dance/USA Director of Research and Information to sit on NPAC Panel, "Developing a Research Agenda for the Sector"**

Washington, DC – March 12, 2008 – Dance/USA's Director of Research and Information, John Munger will participate in a National Performing Arts Convention (NPAC) panel entitled, "Developing a Research Agenda for the Sector" on Thursday, June 12 from 4:30-5:45 p.m. at the Denver Convention Center. The panel will address the critical information and knowledge artists and administrators need to make informed decisions and will answer questions such as, "How can we understand our role in American society in the 21st century, and craft more effective programs and messages that help our institutions remain relevant and thrive in our diverse and complex culture?" This session, led by national researchers, will allow participants to join in brainstorming around those key areas of knowledge critical for our future.

The session will be moderated by **Elizabeth Long Lingo** from the Curb center for Art, Enterprise and Public Policy. Mr. Munger will be joined on the panel by **Bill Ivey**, former head of the NEA; **Sunil Iyengar**, Director, Office of Research and Analysis at the National Endowment for the Arts; **Atul Kanagat**, Vice President, Research and Development, League of American Orchestras; and **Barry Schwartz**, author, "The Paradox of Choice."

"It is an honor to be asked to serve on this panel," said John Munger. "The arts in general, and dance especially, have long had a critical need for reliable research. It is vital that we seek ways to chart our course through the challenge of addressing that need."

Dance/USA is the only source of data on the professional dance field. Information collected and disseminated includes general statistics regarding dance companies, ticket sales, financial trends and personnel issues such as compensation and gender in leadership positions. In addition, Dance/USA has conducted several dance community censuses across the country in an effort to measure and reflect the impact of professional dance. The information provided by our Research Department is used by policy makers, dance company administrators, artists, the press and grant-makers and foundations among others.

To participate in the professional development session on research, as well as many others, register to attend the National Performing Arts Convention at www.performingartsconvention.org.