

# OPERA AMERICA

## **Associate Member Manual 2022–2023**

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Note: Programs and dates are subject to change after publication of this manual. For the most up-to-date information, consult the OPERA America website or your OPERA America staff liaison.

If you have general questions about the contents of the Associate Member Manual or note any errors in the information provided, contact [Membership@operaamerica.org](mailto:Membership@operaamerica.org) or 646.699.5238.

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# MEMBERSHIP OVERVIEW

## INTRODUCTION

OPERA America leads and serves the entire opera community with the mission to support the creation, presentation, and enjoyment of opera.

Founded in 1970 by 20 American opera company leaders interested in sharing resources and best practices, we have built an extensive membership base of over 200 professional opera companies; 550 ensembles, educational institutions, and opera-related businesses; and 3,400 individuals invested in the vitality of the art form. The organization's reach extends even further over 50,000 online followers.

Based at the National Opera Center in Midtown Manhattan, we welcome over 80,000 artists, administrators, trustees, and audience members each year for performances, workshops, auditions, recording sessions, meetings, research, and more. From Washington, D.C., our government affairs office works to ensure a regulatory and legislative environment that supports the work of the field.

We also serve the broader opera industry through partnerships and reciprocal services with the Association for Opera in Canada, Opera Europa, and Ópera Latinoamérica.

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## MEMBERSHIP OVERVIEW

For questions or assistance, contact [Membership@operaamerica.org](mailto:Membership@operaamerica.org) or 646.699.5238.

### ASSOCIATE MEMBERSHIP

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OPERA America's Associate Membership is for nonprofit producing companies, presenting entities, ensembles, competitions, guilds, or other organizations whose missions are related to the production, creation, or enjoyment of opera or music theater. Similar organizations based outside of the United States and Canada can join as international Associate Members.

We are here to:

- Share successful practices and collective learning through convenings and publications.
- Advocate on behalf of you and the industry to key government and community stakeholders.
- Lend expertise to you and other field practitioners via peer-to-peer mentorship and consultations.
- Develop and share a deep understanding of the industry through comprehensive research.
- Maintain a home for you and the opera field at the National Opera Center in New York City.
- Lead dialogue and action to increase antiracism, diversity, equity, and inclusion.
- Promote policies and procedures that foster respectful work environments.

We look to you for:

- Active and collegial participation in learning at conferences and other convenings.
- Responsive and collaborative communication with your colleagues across the field.
- Respectful and ethical treatment of all personnel, vendors, partners, and fellow company members with whom you share the American opera industry.
- Encouragement of your staff, trustees, and volunteers to engage with OPERA America.

- Participation in collaborative initiatives that expand the visibility of opera for audiences.
- Proud identification as an Associate Member of OPERA America.

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## DUES AND RENEWALS

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Your Associate Membership is active for 12 months. You will be prompted to renew toward the end of your membership period. Annual dues are \$250.

Note: Canadian Associate Members must renew their memberships through the Association for Opera in Canada. Contact Joel Klein, general manager, at 416.591.7222 or J\_Klein@opera.ca.

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## ACCESSING YOUR BENEFITS

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### YOUR COMPANY'S MAIN CONTACTS

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Your company's designated **Membership Contact** is the person on your staff who serves as your liaison to OPERA America. While information is disseminated through various channels to all staff members, the Membership Contact serves as our central contact for communicating benefits and sharing resources. Your company will designate (or confirm) its Membership Contact when you renew. Updates can be made at any time by contacting [Membership@operaamerica.org](mailto:Membership@operaamerica.org).

In addition, your company should identify an **Advertising Contact**, the person on your staff who purchases advertising and promotional opportunities (see p. 4).

### STAFF LOGINS

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Your staff members will need individual login credentials to access many Associate Member resources through the OPERA America website. Each individual must be added to your company's account.

Your Membership Contact (see p. 2), or any registered staff member of your company, can manage your company's staff listing by logging into the OPERA America website: *Access your Member Dashboard from the My Portal menu. Then select Update Staff Listing from the My Organization menu.*

Once registered, each staff member will:

1. Receive unique login credentials (see below) for the OPERA America website; and
2. Be included in the dynamically updated Member Directory, accessible online at [operaamerica.org/MemberDirectory](http://operaamerica.org/MemberDirectory) (see p. 7).

Any new staff will receive an auto-generated email with a prompt to set their password. To set or reset your password at any time, use the "Forgot Password?" tool located next to the login button.

### OPERA AMERICA STAFF LIAISON

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OPERA America's Organizational Membership Manager is your primary staff liaison for any questions about your membership or benefits. You can reach them at [Membership@operaamerica.org](mailto:Membership@operaamerica.org) or 646.699.5238. You can find the current staff listing at [operaamerica.org/Staff](http://operaamerica.org/Staff).

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## ACKNOWLEDGING YOUR MEMBERSHIP

You are encouraged to acknowledge your participation in the national opera community by identifying your company as a “Associate Member of OPERA America.” You can display the OPERA America logo on your website, as well as in your program books, press releases, social media, and other materials.

## HOW TO SPEAK AND WRITE ABOUT OPERA AMERICA

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When writing about OPERA America, note that the word “OPERA” is written in all capitals.

When describing OPERA America...

...in one sentence: OPERA America is the national membership organization for artists, administrators, trustees, and audiences, dedicated to supporting the creation, presentation, and enjoyment of opera.

...in two sentences: OPERA America is the national membership organization for artists, administrators, trustees, and audiences, dedicated to supporting the creation, presentation, and enjoyment of opera. Based in New York City at the National Opera Center, a custom-built rehearsal and performance facility for the opera field, OPERA America is committed to advancing new work, audience engagement, civic practice, artist and leadership development, research, national advocacy, and an inclusive industry that moves opera forward in America.

## OPERA AMERICA LOGO

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Download OPERA America’s official logo at [operaamerica.org/PressRoom](http://operaamerica.org/PressRoom) for use on your website and other materials when acknowledging your Associate Membership.

These logos may not be used for advertising or other purposes without the express written permission of OPERA America. Note that a prior version of OPERA America’s logo that included the National Opera Center should be replaced with this version:

The logo for OPERA AMERICA features the word "OPERA" in a large, bold, black, sans-serif font. The word "AMERICA" is positioned directly below "OPERA" in a smaller, bold, black, sans-serif font. The letters of "AMERICA" are slightly offset to the right, creating a layered effect.

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## SOCIAL MEDIA — @OPERAAMERICA

You can help OPERA America bring attention to your work and company on social media by tagging **@OPERAAmerica** and/or using the hashtag **#operaamerica** when posting content.

Other nationally coordinated events and initiatives, including the **#meetopera** campaign (p. 4) and World Opera Day (p. 4), have dedicated hashtags that you can employ. Participating in these initiatives and tagging **@OPERAAmerica** will expand your reach and visibility through our channels.

# SERVICES AND BENEFITS

## PROMOTIONAL SERVICES

### NATIONAL OPERA CALENDAR

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The National Opera Calendar ([operaamerica.org/Calendar](http://operaamerica.org/Calendar)) is the go-to public listing of all opera performances and events happening across North America. To add or update listings: *Access your Member Dashboard from the My Portal menu. Then select Add a Season Event or Add a Season Production from the My Organization menu.*

### MEMBER DIRECTORY

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The OPERA America Member Directory ([operaamerica.org/MemberDirectory](http://operaamerica.org/MemberDirectory)) offers the public a consolidated destination for exploring opera companies across North America. Each Associate Member is represented with a profile that displays organizational information, shows upcoming performances, and lists current staff and open jobs. (When logged in, members can also see email and phone information for all staff.) Update your company information and performance/event listings through your member portal on the OPERA America website.

### MEMBER LISTING

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Associate Members are recognized in an annual listing of the OPERA America organizational membership in the Annual Field Report, published each January in print and online at [operaamerica.org/AFR](http://operaamerica.org/AFR).

### ADVERTISING OPPORTUNITIES

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OPERA America offers Associate Members a variety of opportunities to purchase print and digital advertising at discounted member rates in order to promote their work and programs: *Opera America Magazine*; National Opera Center posters; e-Newsletter banner ads and sponsored posts; and Sponsored e-Blasts. For information about print schedules and pricing, visit [operaamerica.org/Advertising](http://operaamerica.org/Advertising).

### #MEETOPERA CAMPAIGN

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The #meetopera campaign is a national social media campaign to help audiences discover all the ways they can experience opera. Coordinated by OPERA America, the campaign calls on artists, companies, and fans to use their social media platforms to showcase opera's diversity, resiliency, and innovation. Associate Members are encouraged to use the hashtag #meetopera when posting content that supports these goals. For more information on how to participate, visit [operaamerica.org/meetopera](http://operaamerica.org/meetopera).

### WORLD OPERA DAY — #WORLDOPERADAY

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World Opera Day, held annually on October 25, is an international collaboration of OPERA America, Opera Europa, and Ópera Latinoamérica to showcase the important work of opera companies and artists in communities around the world. Use the hashtag #worldoperaday — and for more information, visit [operaamerica.org/WorldOperaDay](http://operaamerica.org/WorldOperaDay).



## **NATIONAL OPERA CENTER**

OPERA America's National Opera Center in Midtown Manhattan provides Associate Members and other opera practitioners with 25,000 square feet of rehearsal, performance, and meeting space for public programs, auditions, recitals, workshops, recordings, and more.

Associate Members enjoy a discounted member rate of up to 40% off all facility rentals, as well as 9-month advance booking. For more information about the facility, its services, and bookings, visit [operaamerica.org/OperaCenter](http://operaamerica.org/OperaCenter) or contact [Reservations@operaamerica.org](mailto:Reservations@operaamerica.org).

### **OPERA AMERICA ONSTAGE**

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OPERA America Onstage is a series of public educational and performance-based programs, presented each year and designed to showcase talented individuals in the opera field. The current Onstage season can be found at [operaamerica.org/Onstage](http://operaamerica.org/Onstage). Associate Member staff receive member rates on tickets.

### **OPERA CENTER LIBRARIES**

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The Ardis Krainik Research and Reference Library and Baisley Powell Elebash Score and Recording Library provide access to books, audio recordings, scores, and historically significant documents for research into the global history of opera and the contributions of North American opera companies and artists. The collections can be accessed in person Monday through Friday, 10:00 a.m. to 4:30 p.m., and searched at [operaamerica.org/LibraryCatalog](http://operaamerica.org/LibraryCatalog).

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## **CONVENINGS AND PROFESSIONAL DEVELOPMENT**

### **OPERA CONFERENCE**

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The annual Opera Conference is the largest assembly of opera administrators, trustees, and artists in North America. As many as 750 stakeholders typically convene in a different city every May or June for the event, hosted by an OPERA America member company. Opera Conference 2023 will take place in Pittsburgh in May 2023. Associate Member staff receive member pricing. Visit [operaamerica.org/Conference](http://operaamerica.org/Conference).

### **NEW WORKS FORUM**

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The New Works Forum engenders field-wide discussion about the relevance and creation of new work. Established in 2011, it is the largest annual convening of producers, artists, and supporters of new opera. The New Works Forum typically meets each year in January at the National Opera Center in New York City and again at the annual conference. Visit [operaamerica.org/NWF](http://operaamerica.org/NWF).

### **REGIONAL MEETINGS**

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OPERA America hosts regional meetings periodically in geographic areas with high concentrations of opera activity. Staff from local companies are invited to participate.

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## **LEADERSHIP INTENSIVE**

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The Leadership Intensive program identifies the most promising professionals in the field of opera administration and provides them with a unique experience designed to bolster their leadership capacity and advance their careers. Participants are selected by application, and Leadership Intensive alumni are invited to participate in webinars and special roundtables at the annual conference. Program dates and applications are available at [operaamerica.org/LeadershipIntensive](http://operaamerica.org/LeadershipIntensive).

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## **MENTORSHIP PROGRAM FOR OPERA LEADERS OF COLOR**

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The Mentorship Program for Opera Leaders of Color pairs BIPOC professionals with executive-level leaders who can support them in achieving their career goals. Mentees are selected by application, and over a 12-month period, they will have the opportunity to learn and receive coaching from their paired mentors in a positive and nurturing environment. Program dates and applications are available at [operaamerica.org/OLOC](http://operaamerica.org/OLOC).

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## **MENTORSHIP PROGRAM FOR WOMEN ADMINISTRATORS**

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The Mentorship Program for Women Administrators pairs the field's most promising female professionals with opera leaders who can support these protégés in achieving their career goals. Protégés are selected by application, and over a 12-month period, they will have the opportunity to learn and receive coaching from their paired mentors in a positive and nurturing environment. Program dates and applications are available at [operaamerica.org/MentorshipProgram](http://operaamerica.org/MentorshipProgram).

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## **PUBLICATIONS**

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### ***OPERA AMERICA MAGAZINE***

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*Opera America Magazine* ([operaamerica.org/Magazine](http://operaamerica.org/Magazine)) is a quarterly publication for the industry's stakeholders: the people who create, produce, perform, and enjoy opera. A print copy of the magazine is mailed to Membership Contact at each Associate Member. All Associate Member staff may access full magazine content by logging in at [operaamerica.org/Magazine](http://operaamerica.org/Magazine).

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### **ANNUAL FIELD REPORT**

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The Annual Field Report provides a detailed look at the financial, performance, and audience trends among American and Canadian opera companies. The Annual Field Report is published alongside the winter issue of *Opera America Magazine* and available online at [operaamerica.org/AFR](http://operaamerica.org/AFR).

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### ***OPERALINK***

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*OperaLink* is OPERA America's e-newsletter that keeps the field informed of important news, upcoming events, and other pertinent information about the sector. *OperaLink* is sent every other Tuesday throughout the year. Any Associate Member staff can receive *OperaLink* and other program information by signing up for OPERA America's email list at [operaamerica.org/SignUp](http://operaamerica.org/SignUp).

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## AFFINITY GROUPS AND LISTSERVS

### WOMEN’S OPERA NETWORK

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The Women’s Opera Network (WON) is an action group of opera stakeholders from all sectors of the field dedicated to advancing gender equity in the industry. WON convenes at the annual conference and maintains discourse throughout the year through conference calls, regional meetings, and an active private Facebook group. Any field stakeholders may request to join the Facebook group at [facebook.com/groups/WomensOperaNetwork](https://facebook.com/groups/WomensOperaNetwork). For more information, visit [operaamerica.org/WON](http://operaamerica.org/WON).

### RACIAL JUSTICE OPERA NETWORK

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The Racial Justice Opera Network (RJON) is an action group of opera stakeholders from all sectors of the field who are committed to enriching our art form and industry by seeking racial equity. RJON is a coalition of BIPOC and White antiracist members working to dismantle racism in opera by actively changing policies and practices that perpetuate the oppression of Black people, Indigenous people, and other people of color. Any field stakeholders may request to join the Facebook group at [facebook.com/groups/RacialJusticeOperaNetwork](https://facebook.com/groups/RacialJusticeOperaNetwork). For more information, visit [operaamerica.org/RJON](http://operaamerica.org/RJON).

### LISTSERVS

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OPERA America maintains topical listservs to encourage communication among members. Associate Member staff can enroll by logging in on the OPERA America website: *Access your Member Dashboard from the My Portal menu. Then select Listservs from the My Membership menu.*

<b>Listsersv</b>	<b>Listsersv Email</b>
Arts Advocacy	<a href="mailto:Advocacy@listserv.operaamerica.org">Advocacy@listserv.operaamerica.org</a>
Racial Justice Opera Network ( <i>open to all</i> )	<a href="mailto:RJON@listserv.operaamerica.org">RJON@listserv.operaamerica.org</a>
Visa Applications	<a href="mailto:VisaSupport@listserv.operaamerica.org">VisaSupport@listserv.operaamerica.org</a>
Women’s Opera Network ( <i>open to all</i> )	<a href="mailto:WON@listserv.operaamerica.org">WON@listserv.operaamerica.org</a>

To access the full range of listserv features, log into the listserv portal at [listserv.operaamerica.org](http://listserv.operaamerica.org). This portal requires a separate password from the OPERA America website. Follow the prompts to register. To unenroll from a listserv, log into the listserv portal; click on the listserv name; and choose Unsubscribe.

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## HUMAN RESOURCES

### JOB POSTINGS

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“Jobs in Opera” ([operaamerica.org/Jobs](http://operaamerica.org/Jobs)) is the most visited page on OPERA America’s website. Associate Members are able to post positions on the page for up to 45 days for free. To post your job: *Access your Member Dashboard from the My Portal menu. Then select Post a Job from the My Organization menu.*

### ANTI-HARASSMENT TOOLS AND RESOURCES

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OPERA America is committed to helping opera companies prevent harassment and individuals who have been victims of harassment, abuse, and/or assault. Visit [operaamerica.org/AntiHarassment](http://operaamerica.org/AntiHarassment) for resources

(1) for organizations, including sample policies, definitions, and tools for developing procedures and responses; and (2) for individuals, including definitions, documentation guides, and hotline contacts.

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## ARTISTIC RESOURCES

### VISA PEER CONSULTATION LETTERS

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Visa peer consultation letters may be requested by Associate Member staff at no charge. OPERA America requires specific documentation and evidence as the basis for issuing advisory opinions. OPERA America fulfills requests, which must be accompanied by all necessary supporting materials, within 10 business days of the receipt of materials. Expedited and rush processing is available for an additional fee. For full instructions on requesting a peer consultation letter, visit [operaamerica.org/VisaLetters](http://operaamerica.org/VisaLetters). For questions, email [VisaLetters@operaamerica.org](mailto:VisaLetters@operaamerica.org) or join the Visa Application listserv (see p. 5).

### PERFORMANCE DATABASE

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The Performance Database is an ongoing and historical listing of operas presented by member companies of OPERA America, available to producers when determining season programming. The database also provides data for press and research requests pertaining to performance history and premieres. Associate Member staff are encouraged to update their performance listings at the time of announcing their season. To add or update listings: *Access your Member Dashboard from the My Portal menu. Then select Add a Season Production from the My Organization menu.*

### TECHNICAL/PRODUCTION DIRECTORY

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The Technical/Production Directory (accessible from the Programs menu) is a database of production listings and technical resources at OPERA America's organizational members. Associate Members are encouraged to contribute to the directory to enable collaboration among companies. (Note: When a company is no longer active, its directory listings become dormant and cannot be viewed.)

### NORTH AMERICAN WORKS DIRECTORY

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The North American Works Directory (accessible from the Programs menu) is a database of new works created and produced by organizational members in the United States and Canada. It provides a wealth of information about the history of new work development; the works of specific composers and librettists; work samples and photos; and links to further resources. Associate Members are encouraged to make updates at least twice each year; submit your new works to the Performance Database.

### CO-PRODUCTION HANDBOOK

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The Co-Production Handbook is a guidebook to help ensure the consideration of as many of the details involved in co-production as possible. The Handbook can be found and downloaded from the Industry Resources section of the OPERA America website.

### NAXOS VIDEO LIBRARY

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Associate Member staff receive free access to the Naxos Video Library ([operaamerica.org/Naxos](http://operaamerica.org/Naxos)), which offers over 2,600 online videos of classical music performances, including full-length operas.

## **YOUNG ARTIST MEMBERSHIPS**

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Associate Members are able to purchase OPERA America individual memberships at a bulk 30% discount (\$52.50, normally \$75) for participants of their artist training programs. Individual membership provides singers with a listing in the online Member Directory, savings at the National Opera Center, special member rates on career service programs for artists, access to web resources and the Naxos Video Library, and a subscription to *Opera America Magazine*. For more information, email [Membership@operaamerica.org](mailto:Membership@operaamerica.org).

## **STANDARDS FOR OPERA SINGERS**

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OPERA America's Standards for Opera Singers publication outlines recommended standards for singers pursuing careers in operatic performance, developed by artist managers and educators. It can be found and downloaded from the Industry Resources section of the OPERA America website.

## **ARTIST DEVELOPMENT SERVICES**

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OPERA America offers a portfolio of career services for artists that complement training programs. Associate Member staff are encouraged to recommend these services to artists at their companies. For more information, visit [operaamerica.org/ArtDev](http://operaamerica.org/ArtDev) or email [Artistic@operaamerica.org](mailto:Artistic@operaamerica.org).

### **Feedback Auditions**

Feedback Auditions offer emerging singers opportunities to receive constructive feedback on their performances and repertoire selections from industry professionals.

### **Recording Days**

Recording Days enable emerging singers and musicians to work with professional sound engineers to create high-quality recordings at a greatly subsidized rate.

### **Career Blueprints for Singers**

Career Blueprints includes Recording Days, Feedback Auditions, resume review, website design, headshots, and career coaching in a three-day "boot camp" for emerging singers.

### **Career Transitions for Singers**

Career Transitions for Singers provides professional training for late-career singers seeking alternative ways to contribute to the field — as administrators, coaches, agents, or in other capacities.

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## **ARTS EDUCATOR RESOURCES**

### **NATIONAL OPERA TEACHER AND EDUCATOR SOURCE (NOTES)**

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NOTES is a free, searchable online platform ([operaamerica.org/NOTES](http://operaamerica.org/NOTES)) that showcases learning materials from OPERA America and its member companies. All members have access to browse resources and search by opera title, grade level, subject area, lesson duration, and other criteria; and contribute lesson plans to the database to further enhance its depth as a field-wide resource.

## ***MUSIC! WORDS! OPERA!***

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*Music! Words! Opera!* is a curriculum series developed by OPERA America and designed to provide classroom teachers, arts specialists, and opera educators with a practical and effective structure for creating and performing original opera works in their classrooms and communities. Each lesson is a multidisciplinary and hands-on participatory approach to opera learning for upper elementary and middle school students. The core lesson plans are available through the NOTES platform.

## **OPERA TEENS**

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Opera Teens ([operaamerica.org/OperaTeens](http://operaamerica.org/OperaTeens)) is a national collective for high school students with a shared passion for opera. Associate Members with established teen programs are encouraged to participate by emailing [Programs@operaamerica.org](mailto:Programs@operaamerica.org).

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## **TRUSTEE SERVICES**

### ***ACROSS THE BOARD: A PUBLICATION FOR TRUSTEES***

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*Across the Board* is a semiannual newsletter for opera company trustees published in spring and fall. The publication includes content on best practices in governance and highlights relevant resources. The most recent issue is available at [operaamerica.org/AcrosstheBoard](http://operaamerica.org/AcrosstheBoard).

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## **ADVOCACY**

Inquiries about advocacy and government policies that affect the opera field can be directed to Tony Shivers, director of government affairs, at [TShivers@operaamerica.org](mailto:TShivers@operaamerica.org) or 646.699.5238.

### **OPERA AMERICA ACTION ALERTS**

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All OPERA America members receive periodic action alerts about important advocacy issues. Visit [operaamerica.org/SignUp](http://operaamerica.org/SignUp) to ensure you are on the email distribution list.

### **MEETINGS WITH ELECTED OFFICIALS**

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OPERA America encourages its members and their trustees to meet with elected officials in their home districts and whenever visiting Washington, D.C. These meetings give opera advocates the opportunity to discuss how the arts and your companies enrich your local communities. OPERA America's director of government affairs is available to help schedule meetings, provide talking points, and participate in meetings. Companies are also encouraged to invite elected officials to performances and community events to demonstrate the public value of opera and the arts within their jurisdictions.

### **OPERA ADVOCACY DAY**

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Opera Advocacy Day is an opportunity for industry stakeholders and advocates to show their support for opera and urge lawmakers and community leaders to enact policies and legislation that support opera and the performing arts. Dates of future Opera Advocacy Days will be announced.

## **PERFORMING ARTS ALLIANCE**

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OPERA America members automatically become members of the Performing Arts Alliance, the premier advocate for America's professional nonprofit arts organizations, artists, and their publics before the U.S. Congress and key policymakers. Visit [theperformingartsalliance.org](http://theperformingartsalliance.org) to communicate with members of Congress, access an Advocacy 101 guide, read rules on inviting members of Congress to performances and events, view the congressional voting records, and see summaries of current legislative issues.

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## **HOTEL & PARTNER DISCOUNTS**

Associate Member staff enjoy discounts at select New York City hotels, rental dealerships, and other partners. Visit [operaamerica.org/PartnerBenefits](http://operaamerica.org/PartnerBenefits) to view all partners and access discounts.