

OPERA AMERICA

Business 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 Business Member Manual or note any errors in the information provided, contact 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.

MEMBERSHIP OVERVIEW

For questions or assistance, contact Membership@operaamerica.org or 646.699.5238.

BUSINESS MEMBERSHIP

OPERA America's Business Membership is for opera-related nonprofit or for-profit companies that work in areas of administrative services, artistic management, artistic services, consulting, IT/software services, music publishing, production services, tourism and travel, and other arts-related fields.

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.
- 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 Business Member of OPERA America.

DUES AND RENEWALS

Your Business Membership is active for 12 months. You will be prompted to renew toward the end of your membership period. Annual dues are \$300.

Note: Canadian Business 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.

ACCESSING YOUR BENEFITS

YOUR COMPANY'S MAIN CONTACTS

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.

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

Your staff members will need individual login credentials to access many Business 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 (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

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 or 646.699.5238. You can find the current staff listing at operaamerica.org/Staff.

ACKNOWLEDGING YOUR MEMBERSHIP

You are encouraged to acknowledge your participation in the national opera community by identifying your company as a “Business 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

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

Download OPERA America’s official logo at operaamerica.org/PressRoom for use on your website and other materials when acknowledging your Business 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 consists of the word "OPERA" in a large, bold, sans-serif font, with the word "AMERICA" in a smaller, bold, sans-serif font positioned directly below it. The letters are black and the overall design is clean and modern.

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

OPERA AMERICA MAGAZINE BUSINESS LISTING

Business Members receive a complimentary listing in each issue of the quarterly *Opera America Magazine*, which is mailed to over 4,500 opera professionals and supporters. The listing includes the company's name, phone number, and website.

MEMBER DIRECTORY

The OPERA America Member Directory (operaamerica.org/MemberDirectory) offers the public a consolidated destination for exploring opera companies across North America. Each Business 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

Business 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.

ADVERTISING OPPORTUNITIES

OPERA America offers Business 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.

NATIONAL OPERA CALENDAR

The National Opera Calendar (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.*

#MEETOPERA CAMPAIGN

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. Business 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.

WORLD OPERA DAY — #WORLDOPERADAY

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.

NATIONAL OPERA CENTER

OPERA America’s National Opera Center in Midtown Manhattan provides Business 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.

Business Members enjoy a discounted member rate on all facility rentals, as well as 9-month advance booking. For more information about the facility, its services, and bookings, visit operaamerica.org/OperaCenter or contact Reservations@operaamerica.org.

OPERA AMERICA ONSTAGE

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. Business Member staff receive member rates on tickets.

OPERA CENTER LIBRARIES

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.

CONVENINGS AND PROFESSIONAL DEVELOPMENT

OPERA CONFERENCE

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. Business Member staff receive member pricing. Visit operaamerica.org/Conference.

NEW WORKS FORUM

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.

REGIONAL MEETINGS

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

LEADERSHIP INTENSIVE

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.

MENTORSHIP PROGRAM FOR OPERA LEADERS OF COLOR

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.

MENTORSHIP PROGRAM FOR WOMEN ADMINISTRATORS

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.

PUBLICATIONS

OPERA AMERICA MAGAZINE

Opera America Magazine (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 Business Member. All Business Member staff may access full magazine content by logging in at operaamerica.org/Magazine.

ANNUAL FIELD REPORT

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.

OPERALINK

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 Business Member staff can receive *OperaLink* and other program information by signing up for OPERA America’s email list at operaamerica.org/SignUp.

AFFINITY GROUPS AND LISTSERVS

WOMEN’S OPERA NETWORK

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. For more information, visit operaamerica.org/WON.

RACIAL JUSTICE OPERA NETWORK

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. For more information, visit operaamerica.org/RJON.

LISTSERVS

OPERA America maintains topical listservs to encourage communication among members. Business 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.*

Listsers	Listsers Email
Arts Advocacy	Advocacy@listserv.operaamerica.org
Racial Justice Opera Network (<i>open to all</i>)	RJON@listserv.operaamerica.org
Visa Applications	VisaSupport@listserv.operaamerica.org
Women’s Opera Network (<i>open to all</i>)	WON@listserv.operaamerica.org

To access the full range of listserv features, log into the listserv portal at 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.

HUMAN RESOURCES

JOB POSTINGS

“Jobs in Opera” (operaamerica.org/Jobs) is the most visited page on OPERA America’s website. Business 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

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 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.

ARTISTIC RESOURCES

VISA PEER CONSULTATION LETTERS

Visa peer consultation letters may be requested by Business 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. For questions, email VisaLetters@operaamerica.org or join the Visa Application listserv (see p. 5).

PERFORMANCE DATABASE

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.

TECHNICAL/PRODUCTION DIRECTORY

The Technical/Production Directory (accessible from the Programs menu) is a database of production listings and technical resources at OPERA America's organizational members.

NORTH AMERICAN WORKS DIRECTORY

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.

NAXOS VIDEO LIBRARY

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

YOUNG ARTIST MEMBERSHIPS

Business 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.

STANDARDS FOR OPERA SINGERS

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

OPERA America offers a portfolio of career services for artists that complement training programs. Business Member staff are encouraged to recommend these services to artists at their companies. For more information, visit operaamerica.org/ArtDev or email 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.

ARTS EDUCATOR RESOURCES

NATIONAL OPERA TEACHER AND EDUCATOR SOURCE (NOTES)

NOTES is a free, searchable online platform (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.

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 or 646.699.5238.

OPERA AMERICA ACTION ALERTS

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

MEETINGS WITH ELECTED OFFICIALS

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.

OPERA ADVOCACY DAY

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

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 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.

HOTEL & PARTNER DISCOUNTS

Business Member staff enjoy discounts at select New York City hotels, rental dealerships, and other partners. Visit operaamerica.org/PartnerBenefits to view all partners and access discounts.