Online Technology — Are You Ready for the Information Superhighway?

Written by Tom Roberts, Membership Coordinator, NALAA

"This issue of Monographs is a basic introduction to the online world, and presents some of the questions, tools and context you will need to consider as you build your agency's links to the information superhighway."

The broad introduction of computers into the workplace irrevocably changed the way we think about and conduct business. And the introduction of telecommunications in the office, probably first recognized by most of us as the now-indispensable fax machine, has done the same. Administrators in the nonprofit world, and growing numbers of arts presenters and service providers, are examining the role the global information infrastructure (GII) will play in their work. This issue of Monographs is a basic introduction to the online world, and presents some of the questions, tools and context you will need to consider as you build your agency's links to the information superhighway. A glossary is included here, to help you through the tangle of jargon and acronyms endemic to the virtual world, as well as a brief reading list.

The incessant publicity and new public accessibility of the Internet's World Wide Web (based on a graphic interface as familiar as the Macintosh and Windows operating systems) has brought many agencies online, with a flurry of home pages, URLs and hype. But is the Internet for your agency? Or, more precisely, can you use the resources and opportunities of the online world to advance your agency's mission?

Many local arts agencies are already using online technology to discuss concerns, plan and promote events, and directly deliver programs and services to members and the community. Some agencies have designed programs specifically to take advantage of the new medium, such as online poetry workshops and virtual art galleries. The most successful agencies have fully integrated online work throughout administrative and programmatic structures.

Don't go online just to be a latter-day homesteader on the electronic frontier: Keep in mind that your decision to develop an online presence will present unique challenges along with its unique opportunities. Among the pitfalls to consider are these. The move may not be cost effective: Do you have the personnel? Do you have the equipment? Are you in a position to invest in training and support of the effort? Only certain segments of the population are using the Internet. (A recent study offers this profile: 60 percent have postgraduate study or degrees, 67 percent have incomes of $50,000 or more, 71 percent are between the ages of 25-45). Work online suffers one of the trials of the office technology you already know: Problems and solutions frequently come hand in hand. This is a fact illustrated in a book recently released by MIT Press that identifies a decline of productivity growth in the United States coincident with widespread computerization.

The first step in this process is to understand what is available, how to get connected, how your agency can use it, and where to go for help. From there, you can make informed decisions about your agency's online priorities.

■ Think Locally, Act Globally

To borrow the well-known slogan of community organizers, and not to diminish its original form, online technology gives local arts agencies the opportunity not only to reach their neighbors in new ways, but also to reach beyond and into the global community. Freenets, or community networks (see "Freenets"), commercial networks, electronic bulletin boards, and networks dedicated to arts and cultural concerns, like Arts Edge and Arts Wire (see "Where to Go When You Get There"), have demonstrated themselves to be powerful tools for bringing our communities together and for reaching new audiences.

"Some of the most technologically isolated communities in the nation may be found in large urban areas. . . . Sprawling rural areas, by contrast, may be well integrated into the information infrastructure."

The comparative ease and breadth of local, national and global access to the information infrastructure has provided an expansive opportunity, leading online planners to describe communities as isolated or integrated, rather than rural or urban. Some of the most technologically isolated communities in the nation may be found in large urban areas. An online cultural calendar project in Harlem, part of an ongoing city-wide calendar effort, has addressed just this concern by providing free public access sites in the community. Sprawling rural areas, by contrast, may be well integrated into the information infrastructure. The Art Beyond Boundaries electronic network, bringing together the collective cultural communities of Montana, Nebraska, North Dakota, South Dakota and Wyoming, illustrates the efficacy and strength of these systems.

■ Where to Go When You Get There

Local arts agencies are using a range of Internet resources to conduct their work. Reading through project descriptions and participating in the online community, you will find arts agencies using material from government agencies and documents, newsgroups, electronic newsletters, and online books. Of particular interest to local arts agencies should also be the freenets, or community-based computer networks, that continue to develop throughout the country. A further description of freenets, and information for a quick tour, follow below.

There are also networks, beyond commercial vendors like Prodigy, CompuServe and America Online, that offer resources for your work. Some of these are specific to either the not-for-profit community or to the arts community, and some can provide a forum for both.

Goal Line, a project of the Coalition for Goals 2000, and Arts Edge, run by The Kennedy Center, are significant networks that focus on arts in education concerns. ArtsNet, a systems project of the H. John Heinz III School of Public Policy and Management at Carnegie Mellon University, and CultureNet, the Canadian system operated by the University of Calgary, are two major networks for cultural communities. The largest of the networks for agencies working in the arts and humanities, however, is Arts Wire. A project of the New York Foundation for the Arts, Arts Wire is used by dozens of local arts agencies, statewide assemblies, state arts agencies (as well as hundreds of other funders, service providers, presenters and policymakers) to plan, program and share resources. Because Arts Wire has become a central electronic forum, in the process advancing the cultural community's understanding and familiarity with telecommunications, a description of the network follows. As with any of the Internet's resources, though, you should consider these networks against your objectives for work online.

■ The Next Step

The next step is to begin to evaluate your agency's planning for telecommunications and technology. A brief guide for the process is included in this issue of *Monographs*. Also included is a description of an online project which includes significant participation by local arts agencies. Future issues of NALAA's *Connections Monthly* newsletter will discuss other uses of telecommunications by local arts agencies. *Connections Monthly* will also look at how arts agencies are using other new technologies, like satellite broadcasting and the CD-ROM public art and cultural community tours produced for Seattle and New York City.

NALAA Online

Remember that you can reach NALAA staff directly at these addresses:

Randy Cohen, Research and Information: nalaanfo@tmn.com

Anna Lincoln Rianhard, Government Affairs and Development: nalaagov@tmn.com

Tom Roberts, Membership Coordinator: nalaamem@tmn.com

Suzanne Volpe, Meetings Coordinator: nalaamtg@tmn.com

general administrative address: nalaa@tmn.com

To get online right now, you will need to have a few things in place. First, a computer, modem and software. To take full advantage of the sound and graphics available on the World Wide Web, you will need a newer, faster computer and modem (a 486 or Pentium model PC< or a Quadra or PowerMac Macintosh, with a 14,400 or 28,800 baud modem). Trying to use the Web with a slow computer and modem can be a frustrating and ultimately disappointing experience because of the large volumes of data to be transmitted and processed. You can find this equipment in nearly any computer store or mail order catalog and expect the cost of the system to be roughly $1,500 to $2,500. For many text-based networks (such as most freenets, listservs and bulletin board services) a slower computer and modem will work (a 286 or 386 model PC, or SE or LC series Macintosh, with a 9,600 or 14,400 baud modem).

Second, you need access to the Internet, something you can do without much difficulty through any of several different sources. Commercial service provider: A wellspring of commercial vendors have appeared over the past few years, and service providers in your community will likely advertise heavily in the business section of your local newspaper and yellow pages. With a commercial provider, you will likely pay a monthly fee (in addition, perhaps, to an initial registration fee, and charges for telephone line time, as you would for a phone call) and be provided with a local phone number to call through your modem. An account with a commercial provider will only give you access to Internet services, such as gopher, telnet, email, and the World Wide Web (please see glossary), it will not allow you in to any subscription-based services, such as America Online, CultureNet or Arts Wire, to which you don't subscribe. Subscription service: As a subscriber to one of these networks, you will pay a monthly or annual fee, in addition, perhaps, to an hourly usage fee and other charges which may vary considerably by service. You will be provided with a phone number for your modem to call, which may or may not be local depending on how extensively the service is distributed. If the call is not local, you will be charged for the long-distance phone call. Community access: Freenets, colleges and universities with generous public access policies and, increasingly, public libraries and community centers offer Internet access. Although this may not yet be an option in your community, it may provide an inexpensive or free opportunity for working online. Please see the detailed description of freenets below. Again, to make the decision about which of these options is best for your agency, you will first need to decide what you want out of your online experience.

■ A Brief Note About Our Notes

Throughout this issue of *Monographs*, you will see notations that, while common to software developers and cybernauts, may be unfamiliar. Anything between the marks < > is a command or message that should be entered when you are given a prompt by your network, but the marks themselves

should not be entered. For instance, when asked for the email address to send a note to Randy Cohen at NALAA, simply type nalaanfo@tmn.com and enter. Similarly, to join the Michigan Arts Online (MAO) conference (see below) on the Arts Wire network, just type go mao, rather than <go mao> when prompted by the system. Addresses on the World Wide Web, always prefaced by <http://> have a seemingly stumbling grammar of their own. As with email addresses, these should be entered when prompted without the < > marks.

■ Local Arts Agencies Build Statewide Networks

Local arts agencies in a number of states have collaborated to organize in statewide electronic conferences. Locals, statewide assemblies, state arts agencies, artists and artist organizations and other members of the cultural community are building these networks on statewide projects in California, Georgia, Kentucky, Michigan, New York, Ohio, and an expansive and ambitious initiative in Texas. Similar efforts are underway in other states as well. Michigan Arts Online (MAO) is the most recent of these conferences to open to the public.

MAO is a consortium of 11 local and statewide arts agencies providing online information about services and programs affecting the arts in Michigan. The network was developed by the Arts Foundation of Michigan (AFM), and is supervised by Kimberly Adams, the Foundation's Executive Director. In initiating the one-year pilot project, AFM provided partial subsidies for each of the participating agencies, and is conducting ongoing communication and technical assistance with MAO users. Conference participants, who met recently at the project's mid-point, will measure the success of the MAO in early 1996.

The MAO conference began operating in February 1995 when the following 14 Michigan arts organizations were brought online for the project: Washtenaw Council for the Arts; Arts Council of Greater Grand Rapids; Concerned Citizens for the Arts; Arts Council Great Lansing; Oakland County Cultural Council; Michigan Association of Community Arts Agencies; Crooked Tree Arts Council; Casa de Unidad; Greater Flint Arts Council; Michigan Alliance for Arts Education; and New Inc. To the original list of participants, two guest accounts have been added.

Michigan Arts Online has worked to link the state's local arts agencies with technical assistance, arts service agencies, culturally diverse arts organizations, and each other. According to Adams, it has strengthened the ability of local arts agencies to plan strategically and to develop financial support by giving them information about funding sources, and has encouraged them to become more involved in the state's cultural community. A companion conference on arts advocacy issues in the state has been added, and is coordinated by Concerned Citizens for the Arts in Michigan.

You can visit Michigan Arts Online in Arts Wire at <go mao>. For more information about the project, stop by the Foundation's homepage <http://www.tmn.com/Community/afmadams/afmnew.html> or write to Kimberly Adams at <afmadams@tmn.com>. For more about the Michigan arts advocacy conference, go to <go maoadv> on Arts Wire, or send a note to <mwheaton@tmn.com>.

National Endowment for the Arts Home Page

At the August 4, 1995, National Council Meeting, the NEA announced the release of a publicly accessible home page on the World Wide Web. Teams of staff from throughout the Endowment have designed a website to include information of general interest, as well as information specific to the field. The page is expected to open in early 1996.

ArtsWire

Arts Wire, a program of the New York Foundation for the Arts (a nonprofit arts service organiza-
tion), is an online network for arts communities across the nation. It began in 1992 to enable artists,
individuals and arts organizations to better communicate, share ideas and information and coordi-
nate their activities. Providing immediate access to news, information and dialogue on the arts, Arts
Wire's goal is to build a forum for the free expression of ideas among its diverse subscribers.

Today, Arts Wire has approximately 700 subscribers, from individual artists to artist-run groups
to national organizations. More than 80 conference areas enable particular interest groups (e.g.
LatinoNet, New Music, Dance, Chicago, New York, Artists with Disabilities, Freedom of Expression,
and many more) to share information and discuss common issues. Other features include more
wide-ranging conferences for general news and discussion: Current, a weekly news bulletin; Money,
a weekly updated listing of grant deadlines; and ArtsMag, an on-line interactive magazine.

Arts Wire has one of the most comprehensive arts gopher spaces on the Internet, allowing anyone
to easily find and pursue arts-related information. Arts Wire's World Wide Web site not only hosts
many home pages by subscribers, but also offers personalized tours of favorite sites across the Web,
as well as developing a database clearinghouse for Internet arts resources (see inset).

Arts Wire WEBBase

A Self Service Database of Cultural Resources on the Web.

The Arts Wire WebBase was created as a public service for the online arts community to keep abreast of
new arts sites and to promote new or renovated sites to a targeted audience, vitally interested in the arts.

Here's how it works:

NEW: See a listing of all sites added to the database or modified since the first of the month.

TOUR: Choose one of our "curated" lists of arts and cultural resources, assembled
by Arts Wire staff, Interest Groups, Individual Subscribers and other around the
world.

SEARCH: Explore the full WebBase, pulling up entries according to your own keywords,
categories, formats, etc.

ADD: Fill out one of our automatic registry forms, announcing your arts and culture
site. Your submission becomes part of the WebBase right away.

INDEX: There is also a full index of the database available.

Comments, questions and flames can be sent to:
Beth Kanter, ArtsWire Network Coordinator, or
Barry Lasky, Arts Wire Technical Coordinator
...and don't forget to check out the rest of the Arts Wire Web space.

Arts Wire began with a text-based interface,
dependent on menus and typed commands.
This technically simple approach allowed the
inclusion of as many potential users as possible,
since many graphical user interfaces require a
particular system or more-than-basic computers.
Arts Wire's current interface, using Caucus
software, has given access to a wide variety
of subscribers and allowed a fully interactive
system to flourish.

The success of the World Wide Web on the
Internet and its ability to quickly track informa-
tion using hypertext (that allows the user to
travel to other documents or passages via links
established between key words) led Arts Wire's
researchers to explore bringing this medium
onto the interactive environment of Arts Wire.
Working with Charles Roth, the developer of
Caucus software, and the Web design team of
Interconnect, with the financial support of the
New York State Council on the Arts, staff has
now created an interface that brings together the
graphic ease and linking power of the Web with

the conversational give-and-take of Arts Wire's conferencing software. Those unable to access the Web will be able to use Arts Wire as they always have.

For more information about Arts Wire, send email to <artswire@artswire.org>, or paper mail to Judy Malloy, Arts Wire Front Desk Coordinator, 2140 Shattuck, Suite 2340, Berkeley, CA 94704-1210. You can visit the Arts Wire Web page at <http://www.artswire.org/Artswire/www/awfront.html>, and the New York Foundation for the Arts at <http://www.artswire.org/Artswire/www/nyfa.html>.

■ Freenets

Freenets are grassroots efforts to provide computer networking services at little or no cost to users, with access through computer terminals at public libraries or cultural centers, or by dialing in. As grassroots efforts, freenets are created, operated and maintained by members of the community — the content and priorities of a given freenet are thus wholly determined by the community. Local arts agencies, whose programs and services address community needs, are well-placed to represent a region's cultural community in these virtual neighborhoods.

These computer networks are usually based on the model of a physical town through which a user walks. You might travel to the virtual schoolhouse to talk with the school board, or go to the virtual library to help plan next season's visiting author series. Services also usually include bulletin boards, electronic mail and other information services. Varying degrees of access to full Internet services are generally also available.

Over the last two years, the freenet movement has gained momentum, and many new networks are currently developing. Following is a partial list of freenets in the United States. As a guest, you will be able to use some of the features of these services, but full use is usually restricted to registered users.

Yahoo
< http://
www.yahoo.com/ >
This whimsically-
named site (Yet
Another Hierarchical
Officious Oracle) is one
of the best maintained
catalogs of web sites.
Sites are classified by
subject and listed with
brief descriptions,
entries are searchable
by keyword or can
be browsed by
subject heading.

Buffalo Freenet
Information about western New York.
Access: telnet freenet.buffalo.edu; login <freeport>

CapAccess: The National Capital Area Public Access Network
Information about DC Metropolitan area, including K-12 education, health and social services, library services and links to federal government agencies and services.
Access: telnet cap.gwu.edu; login <guest>; password <visitor>

Cleveland Freenet
The first freenet, and central to the development of freenets in the country.
Access: telnet freenet-in-a.cwru.edu

Columbia Online Information Network
Community, education and local government for the Columbia, Mo., area.
Access: telnet bigcat.missouri.edu; login <guest>

Denver Freenet
The freenet for Denver, Colo.
Access: telnet freenet.hsc.colorado.edu; login <guest>

Heartland Freenet
Information from Peoria, Ill., including recreation, jobs and gardening.
Access: telnet heartland.bradley.edu; login <bbguest>

Lorain County Freenet
Centered in Elyria, Ohio.
Access: telnet freenet.lorain.oberlin.edu; login <guest>

Tallahassee Freenet
The Florida freenet includes information on business, disabilities, religion and gardening.
Access: telnet freenet.fsu.edu; login <visitor>

Youngstown Freenet
Freenet centered in Youngstown, Ohio, includes information on health, veterinarian and human services.
Access: telnet yfn.ysu.edu; login <visitor>

■ Electronic Networking Checklist

Preparing for your agency's entrance into the netherworld of the Internet, although it may be daunting, is a vital and easily overlooked process in the rush to work with new technologies. The following checklist, adapted from *Electronic Networking for Nonprofit Groups: A Guide to Getting Started*, by Tom Sherman, one of many popular and easy to use books, may be a good starting point for your planning.

Electronic Networking Checklist

1. **Information/communication needs assessment**
   How much does your organization's work rely on:

   Collaborating with other organizations
       in providing services
       in preparing publications
       in project design and development
       in planning

   Getting and sharing information
       current news related to your activities
       funding sources
       resource materials
       from technical assistance providers

CultureNet
<http://www.ffa.ucalgary.ca/>
email
<culturenet@cnetmail.ffa.ucalgary.ca>
Opened in April 1995, this web site features a wide range of cultural information and communication services, delivering text, graphics and audio information about Canada's arts and culture industries.

Improving services
        enhancing existing services
        creating new services
        solving problems shared with other agencies

Advocating action
        reaching policymakers
        mobilizing constituencies

Reaching others
        individuals (board members, experts, vendors)
        collaborating agencies
        constituents, members and funders

2. **Decision-making process**
Who do you want to work with?
What do you want to accomplish?
Are you prepared for change?

3. **Choosing among network services**
Who and where are the people you want to reach?
What information do you need?
How much support and training do you need?
Does the service suit your computer skills?
Does the system suit your hardware and software?
Does the service suit your budget?

4. **Building and sustaining your network**
What information and communications needs will your network meet?
Are you beginning with a small, carefully focused project?
Are you well organized?
        anticipate impact
        get commitment from key people
        allocate resources and responsibilities
        develop necessary computer skills and resources

How will you facilitate communication?
        organize on-line activities
        establish regular participation
        identify a facilitator

How will you provide appropriate information?
        decide what information you need
        identify sources of information

Folk and Acoustic Music Exchange

An America Online (AOL) message board begun in May, 1994, which has an album review service and posts tour schedules and venue calendars. Located in AOL's Arts & Entertainment folder at files created in May 1994.

Have you arranged training?
  focus on tasks
  phase-in learning

Have you arranged technical support?
Have you designed an evaluation process for the effort?

■ Nonprofit Resources Online

This is a list of selected online resources which address some of the management, development and program priorities of nonprofit arts agencies. As directories themselves, several of these sites will provide more detailed information for you to pursue. The mailing lists below are also just a sample of the thousands of listserv and usenet discussion groups available on the Internet. Finding the ones that are most valuable to you will involve outlining your information needs and reviewing the available discussion groups.

Web Sites

Benton Foundation <http://cdinet.com/Benton>
Among its priorities, the Benton Foundation works to encourage nonprofits to become involved in Internet policy and debates. The Foundation provides consultation services to organizations working to establish local online computer networks.

Clearinghouse for Subject Oriented Resource Guides
<html://http.2.sils.umich.edu/~lou/chhome.html>
Maintained by staff at the University of Michigan's School of Information and Library Studies, this site has a catalog of Internet resources for nonprofits searchable by keyword or subject.

Impact Online <http://infobase.internex.net:80/impact/>
Impact Online is a nonprofit agency dedicated to increasing public involvement with other nonprofits through online technology, with a range of discussion formats.

Internet Nonprofit Center <http://www/human.com:80/inc/>
The Internet Nonprofit Center offers access to resources of interest to nonprofits.

Meta Index for Nonprofit Organizations <http://www.ai.mit.edu/people/ellens/non-meta.html>
This site is a compilation of resources for nonprofits, it is noted for its list of progressive organizations and human rights resources.

Mailing lists

fundsvcs: a list focusing on technology and fundraising
email to <listserv@jhuvm.hcf.jhu.edu>
message <subscribe fundlist firstname lastname>

gift-pl: a list on planned giving issues
email to <listserv@indycms.iupui.edu>
message <subscribe gift-pl>

giving: a list for anyone interested in volunteer and philanthropic activity
email to <listproc@envirolink.org>
message <subscribe giving firstname lastname>

prospect-L: a list for fundraisers with research on wealthy people who might be prospective donors

email to <listserv@uci.edu>
message <subscribe prspct-l firstname lastname>

roundtable: a list on telecommunications issues related to nonprofit work
email to <listproc@cni.org>
message <subscribe roundtable firstname lastname>

■ Glossary

Application Software that performs a particular function (i.e. word processing, page layout, electronic mail); the function itself (e.g. sending electronic mail is a useful function of the Internet).

Archie An Internet tool for locating files that are publicly available by anonymous FTP (see below).

baud A unit of measure. When transmitting data, the number of times the medium's "state" changes per second. For example: a 14,400 baud modem changes the signal it sends on the phone line 14,400 times per second.

bits per second (bps) The speed at which bits are transmitted over a communications medium.

CD-ROM Compact Disc-Read Only Memory; an optical format of data storage, similar to audio compact discs, that may store text, audio, video, speech and still photography, and that may be interactive.

dial-up A connection to a computer made by calling the computer on the telephone. Dial-up usually refers only to the kind of connection you make when using a terminal emulator and a regular modem.

electronic mail (or email) A method of sending messages electronically over a computer network. The form of an email address is a name and a computer host (eg. <nalaanfo@tmn.com>).

FAQ Either a frequently asked question, or a list of frequently asked questions and their answers. These are usually offered so that participants don't spend time asking and answering the same set of questions.

Freenet A grassroots community computer network which provides information, communications and free Internet access to people in a certain region, usually offered through public libraries or other community agencies.

FTP File Transfer Protocol is the protocol that defines how to transfer files from one computer to another. A common set of understandings allows data to be transferred between dissimilar computer networks.

gateway A computer system that transfers data between otherwise incompatible applications or networks. A gateway reformats data so that it is acceptable for use on the new network so that, for instance, it might connect disparate networks like Arts Wire and the Internet.

Gopher A menu-based system for exploring Internet resources.

home page The hypertext document you first see when entering the World Wide Web, containing links to additional documents or other sites on the Web.

html Hypertext markup language (html) is the programming language in which World Wide Web documents are written.

hypertext   Documents that contain links to other documents, selecting a link automatically displays the second document. For instance, an article reviewing a photographer's work might not only provide electronic links to the work in review, but might also link to work that had influenced the artist: a non-linear, electronic bibliography.

Internet   The world-wide "network of networks" that are connected to each other, using the IP protocol and other similar protocols. The Internet provides file transfer, remote login, electronic mail, news and other services.

IP   Internet Protocol; the most important protocol on which the Internet is based. It allows a packet of data to transverse multiple networks on the way to its final destination.

ISDN   Integrated Services Digital Network; a digital telephone service in which phone lines carry digital rather than analog signals. ISDN allows higher speed access to the Internet.

listserv (or listproc)   A method of electronic mail subscription. In the same way that you might subscribe to a periodical, you can subscribe an email address to information distributed by a listserv.

modem   A piece of equipment that connects a computer to a data transmission line. To take advantage of the features of the World Wide Web, many people use modems of 14,400 (14.4Kbps) or 28,800 (28.8 Kbps).

Multimedia   Documents that include several different kinds of data; for example, text and audio, still photos and video.

Netscape   One of several commercial applications available for browsing the World Wide Web.

packet   A bundle of data. On the Internet, data is broken up into pieces called packets, and each packet traverses the network independently.

PPP   Point-to-point Protocol; a protocol that allows a computer to use the TCP/IP Internet protocols to become a full Internet user with a standard telephone line and a high speed modem.

protocol   A protocol is a definition of how computers will act when talking to each other. Standard protocols allow computers from different networks to communicate effectively.

SLIP   Serial Line IP; a protocol that allows a computer to use Internet protocols to become a full Internet user with a standard telephone line and a high speed modem.

TCP/IP   The Transmission Control Protocol. One of the protocols on which the Internet is based.

TELNET   A terminal emulation protocol that allows you to log in to other computer systems on the Internet.

Usenet   Usenet is a collection of newsgroup fora, each of which provides discussion or debate on a particular topic.

Veronica   A service, similar to Archie, that is built into gopher. As Archie allows you to search all FTP sites for files, veronica allows you to search all gopher sites for menu items.

WAIS   Wide Area Information Service; a system for looking up information in databases of libraries across the Internet.

World Wide Web (WWW)   A hypertext-based system for finding and accessing Internet resources.

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■ Suggested Reading

Following is a brief list of eight current publications, periodicals, articles and mailing lists to help put the development and use of new technologies in a cultural context. This is an inexhaustive list, and we encourage you to use it only as a starting point for your consideration.

artech6: This is a listserv that grew out of the 1995 California Governor's Conference on Arts and Technology. It provides information on arts and technology, and related themes. To subscribe, send email to <listserv@thecity.sfsu.edu>, message <subscribe artech6 yourname>.

HOTWIRED, the WWW site of Wired magazine: <http://www.hotwired.com/>.

infoActive: The Telecommunications Monthly for Nonprofits (Center for Media Education, Washington DC). CME also sponsors an electronic roundtable. To subscribe, send email to <listproc@cni.org>, message <subscribe roundtable firstname lastname>.

Rebels Against the Future: The Luddites and Their War on the Industrial Revolution — Lessons for the Computer Age by Kirkpatrick Sale (Reading, MA; Addison-Wesley, 1995).

"With Third Wavers in Aspen: Cyberspace and Newtonian Dreams" by Nora Sayre (The Nation, pp. 314-316, September 25, 1995).

Virtual Community: Homesteading on the Electronic Frontier by Howard Rheingold (Reading, MA; Addison-Wesley, 1993).

"What Are We Doing On-Line?" forum with John Perry Barlow, Sven Birkerts, Kevin Kelly and Mark Slouka (Harper's Magazine, pp. 35-46, August, 1995).

The Whole Internet by Ed Krol (Sebastopol, CA; O'Reilly & Associates, 1994). ▼

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MONOGRAPHS

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Live/Work Space: Housing for Artists in your Community	Aug/Sept 1995
Marketing and LAAs: Reaching Your Community's Untapped Audience	July 1995
Overview: Untapped Public and Private Funding Sources for the Arts	May/June 1995
Arts in Education Planning: Three Local Communities, Volume II	April 1995
An Introduction to Arts Incubators	March 1995
The Public Art of Re-Collection	February 1995
Arts in Education Planning: Three Local Communities, Volume I	January 1995
NALAA 1994 Annual Convention Keynote Speeches	December 1994
Local Arts Agency Facts 1994	November 1994
1994 Crime Bill Analysis: Funding Opportunities in the Arts and Humanities	October 1994
HUD: Integrating the Arts into Community Development and Revitalization	Aug/Sept 1994
Arts Resolution Services: A National Mediation Program for the Arts	May/June 1994
Arts in Education: From National Policy to Local Community Action	April 1994
ISTEA: An Arts and Transportation Partnership	March 1994
Jobs, the Arts and the Economy	Jan/Feb 1994
International Arts and Cultural Exchange	December 1993
Summer Youth Employment Programs: Four Local Arts Agency Models	November 1993
Inside Images: Art For A.R.T. (At-Risk Teens)	October 1993
The Religious Right	Aug/Sept 1993
Tolerance As An Art Form	May/June 1993
Public Trust or Public Trough?: The Ethical Crisis Facing Nonprofit, Tax-Exempt Cultural Institutions in America	April 1993
Arts Programs that Revitalized a Downtown: Tucson, A Case Study	March 1993
Local Arts Agency Facts 1993	February 1993
An Arts Magnet	January 1993
Olimpiada Cultural: It's More Than A Game	December 1992
An Overview: The National Cultural Facilities Study	November 1992
An Elephant In Your Living Room, or the Squaw Peak Pot Controversy	October 1992

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