
CRISIS MANAGEMENT: FOR ARTISTS

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THE POINT ABOUT ALL OF THIS

Given the nature of this pandemic and some suggesting that it may follow the 1918 Spanish flu model, there is a possibility that after a summer lull, we could be at this same place again during the 2020-21 winter season.

There are no crisis management plans for independent artists.

Why? Artists are trained to create A(a)rt, not necessarily to operate businesses.

Since so many A(a)rtists are poorly paid, have a myriad of side-hustles and generally struggle to make a reasonable living, many live in a low-grade economic crisis every day—we just don't call it that.

DEFINITIONS

Crisis – an event, revelation, allegation, or set of circumstances threatening the integrity, reputation, or survival of an organization.

Crisis Management - the process by which an organization deals with an event, revelation, allegation, or set of circumstances threatening the integrity, reputation, or survival of an organization.

Business continuity planning is different from crisis recovery and crisis management in that the focus is making sure the organization is able to deliver essential services when faced with a major disruption.

Situational Assessment - Ascertaining the scope of a crisis and determine the appropriate response.

Crisis Recovery - the process of moving forward after a crisis has passed.

NOVEL CRISIS

Novel *Crisis* – an **unexpected** event, revelation, allegation, or set of circumstances threatening the integrity, reputation, or survival of an organization.

As they are often unprecedented, novel crises cannot be tackled with a comprehensive and executable plan, since the plan does not exist—one must adapt, improvise and innovate. Building a response network with varying capacities is key.

As we speak, A(a)rts communities are adapting, improvising and innovating.

The problem is that A(a)rtists are trained to follow models and this training can stifle innovation. So, if one innovation occurs, many A(a)rtists duplicate the innovation, resulting less potential *radical* innovation. What occurs is *sequential* innovation: small and contextual tweaks to innovative ideas.

NOVEL CRISIS (CONT.)

The good news to all of this is that as each day passes, new and more innovative solutions emerge.

This means that since the crisis is becoming less novel with each passing day, we can react less and plan more.

OUR TYPICAL ARTS CRISES

For Profit

Market Rejection
Economic Recession

Non Profit

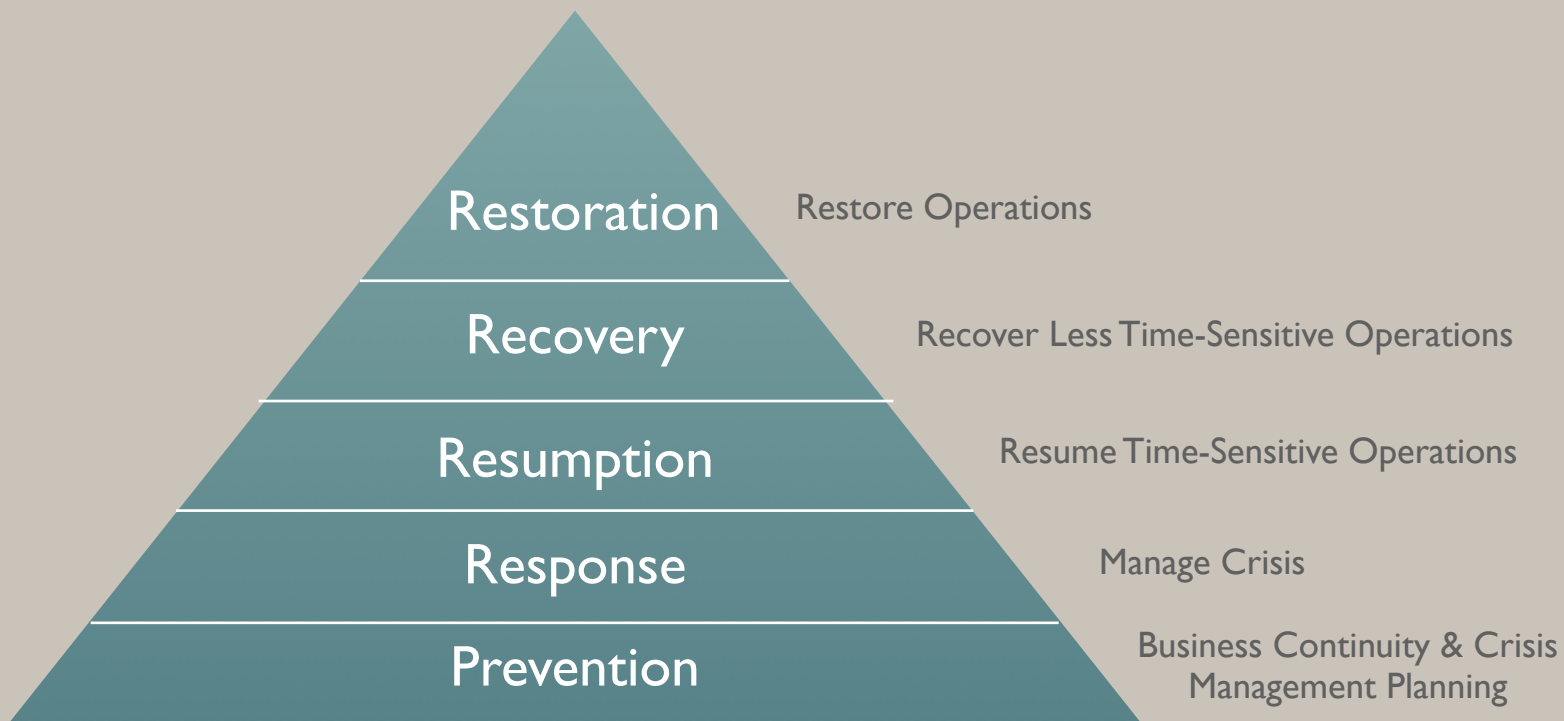
No funding
Loss of a major funder

EMERGING TYPICAL RESPONSES

Typical responses thus far:

Artist relief funding
Online delivery
Online Arts Education
Advocating - NP

PHASES OF CRISIS MANAGEMENT



THE PLAN

1 - Venture Continuity

2 - Market / Audience Engagement

3 - Market / Audience Communication

4 - Local Support Efforts

5 - Monitor & Apply Innovations for a new 'short-term' normal

6 - Plan for Recovery
