

Press Release - Immediate

TUSA JOINS CAMPAIGN FOR CREATIVE JOBS

Sir John Tusa is to join the Board of new Deal of the Mind www.newdealofthemind.com the organisation that's campaigning for jobs in the arts and creative industries.

Announcing the appointment, Martin Bright, founder of NdotM said, " We are absolutely delighted that John Tusa has agreed to be one of our trustees. His experience and knowledge are unmatched and he is one of the most highly respected figures in the British arts world."

Sir John is a writer, broadcaster, historian and leading figure in the arts. Chancellor of the University of the Arts, he previously ran London's Barbican Centre and the BBC World Service and was a familiar face on television as presenter of Newsnight .

Sir John said, " New Deal of the Mind is timely, important and exciting. The creative and artistic talent of this country is vital to our economic, social and cultural future. It must not only be protected during these difficult economic times, but nurtured and encouraged."

Other trustees include Pippa Harris, of Neal Street Productions, the UK-based independent film and theatre company set up by Sam Mendes, Dr. Catherine Fieschi, director or Counterpoint, the cultural relations think-tank of the British Council; and Mike Smith, Managing Director of Columbia Records. Richard Greer, philanthropist and art collector will chair the board of trustees.

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Please Contact :

Contact; Jo Phillips jo@newdealofthemind.com 020 7960 4233/07710 245039

Notes for Editors

1) New Deal of the Mind is a coalition of entrepreneurs, teachers and individuals working in the creative industries who believe immediate action is needed to combat the current economic crisis. NdotM borrows from elements of Franklin D. Roosevelt's original New Deal, such as the Works Progress Administration, which put millions back to work during the Depression. It is inspired by the words of the WPA's founder Harry Hopkins: "Give a man a dole, and you save his body and destroy his spirit. Give him a job and you save both body and spirit."

For further information and a copy of the report please see

<http://www.newdealofthemind.com/> or become a fan on Facebook.

<http://www.facebook.com/pages/New-Deal-of-the-Mind/103865364881>



2) NDotM aims to serve the visual arts, design and architecture, film and television, writing and publishing, theatre and dance, as well as those involved in technological and scientific innovation.

3) Ideas under consideration include establishing Cultural and Creative Hubs that will deliver a local and regional network of placement opportunities targeted at creative graduates and long-term unemployed people aged 18-24 years. NDotM is also working to create Pop-Up Centres in empty or disused buildings that will contain studio, rehearsal and gallery spaces for young artists and musicians and drop-in centres for designers. They will also provide employment and business advice for innovators and creative people in partnership with Jobcentre Plus and University Career Services.

4) For examples of national press coverage please see:

<http://www.newstatesman.com/blogs/martin-bright/2009/01/deal-work-fdrgovernment>

http://www.timesonline.co.uk/tol/comment/columnists/guest_contributors/article5955621.ece