

---

**ARTIVATE: A JOURNAL OF ENTREPRENEURSHIP IN THE ARTS**  
**Volume 1, Issue 1**

**Table of Contents**

**ARTS ENTREPRENEURSHIP: A CONVERSATION**..... 1  
Gary D. Beckman, North Carolina State University  
Linda Essig, Arizona State University

**WHAT'S IN A NAME?**  
**TYPIFYING ARTIST ENTREPRENEURSHIP IN COMMUNITY BASED TRAINING**..... 9  
Paul Bonin-Rodriguez, University of Texas at Austin

**THE CASE OF THE PITTSBURGH NEW MUSIC ENSEMBLE: AN ILLUSTRATION OF  
ENTREPRENEURIAL THEORY IN AN ARTISTIC SETTING**..... 25  
Jeffrey Nytch, University of Colorado - Boulder

**SHATTERING THE MYTH OF THE PASSIVE SPECTATOR: ENTREPRENEURIAL EFFORTS  
TO DEFINE AND ENHANCE PARTICIPATION IN "NON-PARTICIPATORY" ARTS** ..... 35  
Clayton Lord, Theatre Bay Area