



## Mina Communications Business Timeline | J. Mina Rios - proprietor

- **2007**
  - Established Mina Communications as a sole proprietorship in San Diego, CA
  - Launched Mina Communications dot com website
  - Acquired client: San Diego Ballet
    - Booked radio media buys with public station XLNC1
    - Wrote radio spot scripts. Directed voice over spots.
    - Attended grant writing workshop at Qualcomm Inc.
    - Attended grant writing workshops at Liberty Station, Cultural Data Project, administered by the Pew Charitable Trusts
  - Began freelance article writing for national trade publication Dancer Magazine, Publisher Owen Goldman, Miami, FL and New York, NY
- **2008**
  - Acquired performance program advertising clients for San Diego Ballet
    - Escondido Center for the Performing Arts
    - Viejas Enterprises
  - Became Associate Writer for Dance San Diego Magazine
    - Launched Funding 4 the Arts column by J Mina Rios in Dance San Diego Magazine
    - Launched dance advocacy campaign/initiative: August Dance Awareness Month in partnership with Dance San Diego Magazine
- **2009**
  - Dance San Diego Magazine becomes San Diego Performer Magazine. Stayed-on as Associate Writer and Columnist
  - Launched Arts & Culture MiNAPRESS Column: [balletmina.wordpress.com](http://balletmina.wordpress.com)
  - Acquired client John Stubbs
    - Project 1: Conducting Preparations, San Diego
    - Project 2: Luscious Noise ensemble featuring members of the San Diego Symphony
- **2010**
  - Acquired performance program advertising clients for San Diego Ballet
    - BCS Real Estate Services Inc., San Diego
    - Jazz Singer David Patrone, San Diego
- **2011**
  - Established freelance writing affiliation with ExploreDance.com, Publisher, Robert Abrams, New York, NY

- Established freelance writing affiliation with The Espresso, Publisher, John Rippo, San Diego
- Established freelance writing affiliation with Dance International Magazine, Vancouver, B.C.
- **2012**
  - Relocated to Sonoma County in mid July
  - Discontinued domain use of Mina Communications dot com website
  - Established new business mailing address in Kenwood, CA
  - Republished original ExploreDance.com article, The Philanthropy Dance, in Dance For You Magazine, Bavaria, Germany
- **2013**
  - Submitted query to partake in Climate Training with the Climate Reality Project
    - Invited to attend training
  - Launched Mina Communications dot org website
  - Established freelance writing affiliation with the North Bay Bohemian, Santa Rosa, CA
    - Wrote Feature: Marin Ballet Turns 50
- **2014**
  - Acquired client Duvall Productions, Anna Duvall, producer
    - Managed PR for Soul of a Blue Butterfly production, New York, NY
  - Acquired client The Flamingo Resort, Dan Brown, Marketing Director, Santa Rosa, CA
- **2015**
  - Acquired client Santa Rosa Salsa Productions
  - Managed PR for Flamingo Resort Valentine's Day collaboration with Safari Park
  - Established freelance writing affiliation with the Pacific Sun, San Rafael, CA
    - Wrote Cover Story: Cool Vines - Marin's Wine Country
  - Established freelance writing affiliation with The Reader, San Diego, CA
    - How Comic-Con spectators combat hotel wars. The overnight Game of Woes.
- **2016**
  - Wrote feature for Pacific Sun on Lines Ballet - BFA Program at Dominican University
  - Managed PR for Flamingo Resort hospitality packages and annual Tattoo & Blues Festival
  - Managed PR campaign for the annual Santa Rosa Salsa Festival
    - Promoted the Grammy Award winning Pacific Mambo Orchestra
- **2017**
  - Wrote Cover Story for the Pacific Sun: Cultural Treasure - San Rafael designated as Arts District by California Arts Council
  - Managed PR campaign for Santa Rosa Salsa's annual Dancing Under the Stars events at Francis Ford Coppola Winery
- **2018**
  - Established freelance writing affiliation with Sonoma Magazine, Santa Rosa, CA
    - Wrote article on Sonoma County Comedy Scene
  - Established freelance writing affiliation with In Dance, a Dancers' Group publication, San Francisco, CA
  - Applied for Grant on behalf of Santa Rosa Salsa for July 2018 - Pop Up Creativity project offered by Creative Sonoma
- **2019**
  - Shot video interview of musician Braulio Barrera, founding member of Pacific Mambo Orchestra and frontman of the Latin music ensemble Somos el Son

- Invited by Dancers' Group to cover Awa Odori dance article for In Dance
- Wrote Palooza Gastropub article for North Bay Bohemian
- **2020**
  - Invited by Dancers' Group to cover Kathak dance article for In Dance
  - Wrote article on San Francisco School of the Arts for In Dance
  - Closed for business during COVID19 pandemic - March 2020 - September 2021
- **2021**
  - Acquired client Concierge Alliance of Napa Valley and Sonoma (CANVA)
    - Researched wineries within continental US for wine directory project
    - Wrote article on Jean-Charles Boisset Collection
  - Joined Bay Area chapter of the Climate Reality Project
    - Teleconferenced with [Local Policy](#) action squad members David and Robin M. Discussed transitioning to electric vehicles and building electrification efforts in Marin and Sonoma County.
- **2022**
  - Established freelance writing affiliation with Made Local Magazine
  - Attended June - Climate Reality Project - Leadership Corps Training led by former Vice President Al Gore in Las Vegas, NV
  - Attended July Climate Meet-up in Golden Gate Park
  - Teleconferenced with Climate Reality [Climate Justice team](#) on coalition efforts in SF Bay Area Shoreline contamination and cleanup
  - Teleconferenced regularly with Climate Reality Bay Area chapter [Communications team](#) on social media, newsletter, website and blog efforts
  - Joined the Communications team with Climate Reality Project, Bay Area Chapter
    - Helped increase LinkedIn subscribers and contributed to social media posts
    - Became a contributing writer for Climate Reality Bay Area blog page
- **2023**
  - Acquired new client Warnecke Institute/Chalk Hill Artist Residency
    - Hosted guests and artists during Spring Open Studio event
    - Photographed event
    - Created resident artist signage
    - Created social media posts
    - Updated website
    - Initiated development program plan research
  - Participated in virtual Climate Reality Project - Leadership Corps Training in April
  - Completed *10 Acts of Leadership* within 1-yr - as Climate Reality requires for trained leaders
  - Launched MiNAPRESS Advocate eNewsletter in April - covering Arts | Culture | Climate
  - Launched MinaCommUnity Column climate blog and initiative
  - Established new business address in Santa Rosa, CA - 1275 4th St. #5065, 95404
- **2024**
  - Participated in peer Grant Review Panel training with the California Arts Council in July
  - Served as CA Arts Council - Grant Review Panelist for Impact Projects Program in August
  - Participated in virtual Climate Reality Project - Leadership Corps Training in October
  - Published the MinaCommUnity Column - The Backstory
  - Contributed to Chemical Brothers fanzine project | *The Colours All Around You*

- Article: The art and impact of choreography from live *No Geography* videography
  - Release date of *The Colours All Around You* print publication TBA
- 2025
  - Participated in peer Grant Review Panel training with the SF Arts Commission in January
  - Served as San Francisco Arts Commission - Grant Review Panelist for Arts Impact Endowment - New Creative Opportunities funding channel in February
  - **Works in progress**
    - Pending approval to rejoin CA Arts Council Grant Review Panel for 2025 Season
    - MinaCommUnity Initiative
      - Climate Op Ed
      - Climate Crisis Fact Sheet/Action Sheet
      - Earth project gift
      - Climate Action choreography project
    - MiNAPRESS Advocate eNewsletter - Issue 2
    - MiNAPRESS Column - Depeche Mode project
    - San Francisco PR campaign
    - J Mina Memoir

## Portfolio & Social Media

MuckRack | J Mina Rios portfolio: <https://muckrack.com/j-mina-rios>

LinkedIn | J Mina Rios profile/portfolio | Over 1100 followers | <https://www.linkedin.com/in/jasminerios/>

Facebook | Mina Rios, freelance journalist and consultant: <https://www.facebook.com/IMinaRios/>  
 Mina Communications: <https://www.facebook.com/MiNACommBiz>

Instagram | Mina Rios, freelance journalist and consultant: <https://www.instagram.com/jminarios/>  
 Mina Communications: <https://www.instagram.com/4minacomm/>

YouTube | J Mina/Mina Communications: <https://www.youtube.com/@IMinaComm>

Pinterest | Mina Communications: <https://www.pinterest.com/MinaComm/>

MinaCommunications.org