

ARTS IN EDUCATION

Artist Residency: Promoting the Residency

During the planning meeting, the artist and committee may want to define the important ideas to be shared with the community via promotion. The residency committee can inventory what media contacts they have and then assign responsibilities for writing news articles or press releases. Include information about the artist, art discipline, and why this experience is valuable to student learning.

- Inform newspapers and other local news media about your residency plans. Call them before the residency to discuss publicity opportunities.
- Make full use of on-site media, such as a school, district or organization newsletter, mailing lists, bulletin boards, banners, flyers, marquees, closed circuit TV and announcements, web sites and distance learning broadcasts.
- Confirm participation and scheduling of volunteers, such as parents, grandparents, senior citizens and local businesses, to support activities.
- Invite parents, school board and community members to any public presentations so they will understand and support residency goals, objectives and activities. Their direct involvement can make a difference in future support for arts education programming.
- Keep legislators, city council members and other key decision-makers informed about the importance of this program. Include them in the residency activities and give them a role to play, such as welcoming guests or delivering an opening speech. Perhaps students can make a five-minute videotape of the residency and include interviews with students about the residency experience, with parents describing their own experiences or their child's experience during the residency. Students can send legislators letters they've written thanking them for allocating monies to arts education.
- Recognize the PA Council on the Arts and stART Something in all promotional materials.
- Secure all necessary signatures before photographing residencies.
- Send news clippings, photos, newsletters, videos or other publicity to stART Something for future promotional use.