

## **The Kentucky Arts Council Workshop Series Schedule Murray, Calloway County**

All workshops will take place on December 14-15 on the second floor of the Old Fine Arts Building on the campus of Murray State University in Murray, Ky. For more information or to sign up for a session, please contact [Sarah.Schmitt@ky.gov](mailto:Sarah.Schmitt@ky.gov).

### **TUESDAY, DECEMBER 14**

#### **Digital Downloads: Making Music Products for the MP3 Era**

**2 – 4 p.m.**

Musician Heath Eric will take you step-by-step through the process of making your recorded music available online for purchase. Learn about the advantages and versatility of offering your album as a set of MP3s.

#### **Work Sample Review Sessions for Visual Artists**

**2 – 3 p.m.**

**or 4 – 5 p.m.**

Bring in your work samples for a review session with arts marketing director Craig Kittner. He will offer feedback typical of a juror. Review can be of actual work or digital images on CD, DVD or memory stick.

#### **Effective Applications: How to Apply for the Performing Arts Directory**

**4 – 5 p.m.**

Open to professional Kentucky performing artists, this workshop is a step-by-step guide to the Performing Arts Directory application.

#### **The Teacher Initiated Program Grant: Building 21st Century Skills**

**4:30 – 7:30 p.m.**

Open to classroom teachers and teaching artists, education director Carrie Nath and Robert Duncan, arts and humanities curriculum specialist for the Kentucky Department of Education and Murray State University alumnus, and Angela Bartley, arts education roster dance artist, will take you through the Teacher Initiated Program grant application. Identify creative ways to use arts council programming to meet the needs of the upcoming arts and humanities program review. Kentucky Department of Education Professional Development (KDE PD) credit is available.

#### **Effective Applications: Applying for the AI Smith Individual Artist Fellowship**

**5 – 6 p.m.**

Open to Kentucky visual, craft, media and literary artists, choreographers and musical composers, this workshop is a step-by-step guide to completing the fellowship application. We recommend that visual and craft artists also attend "The Art of Selection."

### **The Art of Selection**

**5 – 6 p.m.**

Visual artists can join a discussion on selecting work samples for submission to juried exhibitions and programs. This presentation by Craig Kittner, arts marketing director for the Kentucky Arts Council, will help you select pieces from your body of work and present them in a way that will catch and hold the attention of a juror.

### **Writing Good Copy**

**6 – 7 p.m.**

Successful visual artists must be able to write effectively about their work for applications, exhibitions and the Web. This discussion will explore the keys to writing clear and effective copy aimed at a target audience.

### **Successful Marketing Material for Performing Artists**

**6 – 7 p.m.**

Brad Downall, executive director of Glema Mahr Center for the Arts, Madisonville, Ky., will present and discuss examples of effective marketing material. Downall is also chair of the Kentucky Presenters Network. Participants are encouraged to bring their questions about marketing, showcasing, negotiating with presenters and more.

### **Marketing Material Review for Performing Artists**

**7 – 8:30 p.m. (directly following Successful Marketing Material for Performing Artists)**

Brad Downall, executive director of Glema Mahr Center for the Arts, Madisonville, Ky., and chair of the Kentucky Presenters Network, will review artists' marketing materials and provide feedback. **Limit: 6 performers. This is a one-on-one opportunity; each performer will be assigned a 15 minute timeslot within the one hour period.**

### **State of the Arts: Tell us About the Arts in Your Community**

**7 – 8 p.m.**

Meet with other artists, representatives from arts organizations and arts enthusiasts in your community to talk about successful projects, support for local artists, art event attendance and other concerns.

**WEDNESDAY, DECEMBER 15**

**Work Sample Review Sessions for Visual Artists**

**9 – 10 a.m.**

**or 11 a.m. – 12 p.m.**

Bring in your work samples for a review session with arts marketing director Craig Kittner. He will offer feedback typical of a juror. Review can be of actual work or digital images on CD, DVD or memory stick.

**Writing Good Copy**

**10 – 11 a.m.**

Successful visual artists must be able to write effectively about their work for applications, exhibitions and the Web. This discussion will explore the keys to writing clear and effective copy aimed at a target audience.

**Effective Applications: How to Apply for the Performing Arts Directory**

**10 – 11 a.m.**

Open to professional Kentucky performing artists, this workshop is a step-by-step guide to the Performing Arts Directory application.

**Effective Applications: How to Apply for the Arts Education Roster**

**10 a.m. – 12 p.m.**

Open to teaching artists interested in working in a K – 12 school residency setting, this workshop is a step-by-step guide to the Arts Education Roster application.

**Effective Applications: Applying for the Al Smith Individual Artist Fellowship**

**11 a.m. – 12 p.m.**

Open to Kentucky visual, craft, media and literary artists, choreographers and musical composers, this workshop is a step-by-step guide to completing the fellowship application. We recommend that visual and craft artists also attend “The Art of Selection.”

**The Art of Selection**

**12 – 1 p.m.**

Visual artists can join a discussion on selecting work samples for submission to juried exhibitions and programs. This presentation by Craig Kittner, arts marketing director for the Kentucky Arts Council, will help you select pieces from your body of work and present them in a way that will catch and hold the attention of a juror.

**Effective Applications: Applying for the Al Smith Individual Artist Fellowship**

**1 p.m. – 2 p.m.**

Open to Kentucky visual, craft, media and literary artists, choreographers and musical composers, this workshop is a step-by-step guide to completing the fellowship application. We recommend that visual and craft artists also attend “The Art of Selection.”

**Effective Applications: How to Apply for the Arts Education Roster**

**1 p.m. – 3 p.m.**

Open to teaching artists interested in working in a K – 12 school residency setting, this workshop is a step-by-step guide to the Arts Education Roster application.

**Effective Applications: How to Apply for the Performing Arts Directory**

**2 – 3 p.m.**

Open to professional Kentucky performing artists, this workshop is a step-by-step guide to the Performing Arts Directory application.