RACC Announces Talent To Enterprise 2004-05 Workshops for Artists

This year RACC teams up with the University of Portland Center for Entrepreneurship to offer a series of workshops focused on professional development opportunities for artists as entrepreneurs. **For more information, check out the back cover of this issue, or visit www.racc.org/talent.** According to a recent RACC survey, some of the most sought-after workshop opportunities involve marketing and P.R. topics. Several marketing-related workshops are offered in our 2004-05 series, but in the meantime here's one artist's perspective on promoting her work.

### The Art of PR

**by Hilary Pfeifer**

Getting publicity for your art show or event isn’t a simple task. You may think your work is the best thing since sliced bread, but so do the thousands of people who defined themselves as “artists,” according to the recent census taken in the Portland region.

In my mind, the first priority any artist — visual, performance, dance, musician, etc. — should have if they want to see their work in print is to have great images taken. An arts editor is looking for eye-catching graphics, and this is the best way to make a good first impression. Putting some extra effort into your images is a valuable use of any artist’s time.

For visual artists, I strongly recommend that you hire a professional to do it — unless you are a photographer or are one of the few, proud, and blessed artists who really understand lighting, etc. But if you’re not, it’s worth every penny to have top-notch images of your work taken by a professional photographer whose specialty is taking high-quality studio shots of artwork. Just because someone is a great portrait or landscape photographer doesn’t mean they will know how to best represent your art. Performers might be able to get away with an amateur photographer, but remember that a professional is trained to know what the highest quality image is, and it might give you a cutting edge above your competition.

Before hiring a photographer, do some research. Spend some time looking in the publications you read to see what kind of images are used. Look for what it is that makes certain images more compelling to you than others. What backgrounds are used in the images you like best? You might find that a detail shot is more exciting than an image of an entire piece. If you’re a visual...
At RACC

Oregon Cultural Trust Grant Awarded to RACC. The Oregon Cultural Trust has awarded RACC a $15,000 grant to support RACC's efforts to build a workplace giving program for arts and culture. The grant will be used to help create a marketing plan for the Fund (www.racfund.org) to generate higher participation among companies and employees. The Trust’s Competitive Cultural Development Grants are designed to increase access to arts and culture for all Oregonians. For a list of grantees visit www.culturaltrust.org/newsevents.shtml.

Upcoming RACC Grant Opportunities available to artists and culture organizations in the tri-county area:

• Professional Development Grants for Individuals & Organizations - Cycle 2. These grants assist artists or arts administrators with opportunities that specifically improve their business management development skills and/or bring the applicant to another level artistically. Visit www.racc.org or call 503.823.5408 for application. Deadline: 10/25/04.

Public Art Prospectus:


For updates: www.racc.org/News/artnotes/ANRACC.html

A R O U N D T O W N

All events funded in part by the Regional Arts & Culture Council

Continuing-9/25 The Shape of Green, exhibit by Meg Rowe at IFCC, 503.823.4322, www.ifcc-arts.org

Continuing-9/26 Exhibits by Beth Cavener Stichter, Kicki Masthem and Liz Frey, Contemporary Crafts Museum & Gallery, 503.223.2854, www.contemporarycrafts.org

Continuing-9/30 Call of the Wild: Cell Phone Audio Tours of Portland Wildlife created by Amos Latteier, 877.368.2205

Continuing-10/1 The Locals, curated by Vicki Wilson, Blackfish Gallery, 503.224.2634, www.blackfish.com


9/2-25 Iron on Rona Muro, Theatre Noir, 503.248.5694

9/2-10/1/ Photographs by Annu Matthew & Magali Nougaréde, Blue Sky Gallery, 503.225.0210, www.bluesky.org


9/10-10/17 Man of La Mancha, Lakewood Theatre Company, 503.635.3901, www.lakewood-center.org


9/18 World Music Celebration with Milen Slavov, Lewis & Clark, 503.590.3601, www.ms musicagency.com


10/3 Nurturing the Soul, Oregon Repertory Singers, 503.230.0652, www.orsymphony.org

10/5-31 King Lear, Portland Center Stage, 503.274.6588, www.pcs.org


10/21-22 Poet Bei Dao, Mountain Writers Series, 503.236.4854, www.mountainwriters.org

For more: www.racc.org/Events/raccevents.html
Continuing thru **10/16 Photo Exhibit** by Don MCVay capturing the scenic beauty of the Pacific Northwest grace at the Providence Center on Aging Gallery, Providence Hospital, 10150 SE 32nd Avenue, Milwaukie. A collaboration between the Center on Aging Gallery, the Hospital and Arts Action Alliance of Clackamas County. See www.providence.org/milwaukie. (C)

**9/1-30 Beaverton City Hall Exhibit** of media from members of the Village Art Gallery at Beaverton City Hall, 4755 SW Griffith Drive. Beaverton Arts Commission, 503.526.2288. (W)

**9/7-28 Cadence**, the artwork of Analee Fuentes and Hampton Rodriguez. Both artists combine influences from Latin America and the Northwest. The Walters Arts Center, 527 East Main Street, Hillsboro, Oregon. 503.615.3485. (W)

**9/11 Art and the Law.** This free lecture will focus on legal issues of consignment; original ideas/images; contracts for public art; and the rights and responsibilities of an artist. 10:30 am, Beaverton City Library, 12375 SW 5th. Contact the Beaverton Arts Commission at 503.526.2288. (W)

**9/18-19 Village of Willamette Arts Festival** showcasing more than 50 artists from Clackamas, Clark, Multnomah and Washington counties, displaying art of all kinds including watercolors, jewelry, photography, pottery and garden art. See www.village-arts.org. 9am-6pm/Sun 8pm. 503.699.5049. (C)

**RACC Arts Education Fast Track Grants** available to public and private schools in Clackamas & Washington County. For more information contact Ingrid Carlson at 503.823.5417 or icarlson@racc.org. **Deadline: 11/1/04.** (W)

For more: www.racc.org/News/artnotes/ANGrants.html

**Grants/ Fellowships/ Residencies**

**Jentel Artist Residency Program** (Banner, WY) provides time, space and facilities for research, experimentation and production of work in the visual and literary arts. Fee $20. Housing provided: $400 stipend. Visit www.jentelarts.org. **Postmarked Deadline: 9/15/04.**

**Donald J. Sterling, Jr., Research Fellowships** from the Oregon Historical Society (OHS) encourages original, scholarly, interpretive research in Pacific Northwest history. $2,500. Senior Fellowship is open to all applicants; $2,000 Graduate Research Fellow is restricted to candidates for advanced degrees in appropriate fields. Contact: Richard Engeman, Public Historian, OHS, 1200 S.W. Park Ave., Portland, OR 97205, 503.306.5247; richarde@ohs.org. **Deadline: 9/30/04.**

**Bemis Center for Contemporary Arts** offers an artists residency program. Studio/living space, stipend and exhibition possibilities provided. $35 fee. Contact: BCC, 724 S. 12th St., Omaha, NE 68102, 402.341.7130, www.bemiscenter.org. **Deadline: 9/30/04.**

**Arts Build Communities Grant** recognizes the expanding role arts organizations are taking in the broader social, economic and educational arenas of Oregon communities. $3,000 - $7,000 grants for arts/community development projects in rural and urban under-served communities. Contact Bill Flood at 503.986.0083 or www.oregonartscommission.org. **Deadline: 10/1/04.**

**John Simon Guggenheim Memorial Foundation** seeks applications for its Fellowships to assist research and artistic creation. Contact: Guggenheim Foundation, 90 Park Ave., NY, NY 10016, www.gf.org. **Deadline: 10/1/04.**


**Aaron Siskind Foundation** offers Individual Photographer's Fellowship Grants up to $5,000 for individuals working in still photography and photography-based media. Contact: ASF, c/o School of Visual Arts, MFA Photography, 209 E. 23rd St., NY, NY, 10010 or www.aaronsiskind.org. **Deadline: 10/15/04.**

For more: www.racc.org/News/artnotes/ANGrants.html

**Competitions**


**Public Art** for Oregon Department of Public Safety Training Academy (Salem, OR) that reflects the spirit of protection and service. Open to artists in OR, WA, ID, MT, AK and B.C. Budget: $180,000. See www.oregonartscommission.org/public_art/. **Deadline: 9/17/04.**

**Nightingale Gallery of Eastern Oregon University** seeks all media for solo, 2 person and group exhibits (10/05-2/07). $10 fee. Contact: Cory Peek, Nightingale Gallery, EOU, 1University Blvd., La Grande, OR 97850, 541.962.3584. **Deadline: 9/17/04.**

**Short-Story Award for New Writers.** Cash prizes. $12 fee. Contact: Glimmer Train Press, Inc., 1211 NW Gisan St., Suite 207, Portland, OR 97209, 503.221.0836, www.glimmertrain.com. **Deadline: 9/30/04.**

**Seeking Contemporary Basketry Objects** for exhibit, Basketry, Reviewed at Corvallis (OR) Arts Center to show the diverse possibilities of basketry techniques - traditional or innovative. Artists from WA, OR, ID, Northern CA and B.C. are eligible. **Deadline: 9/30/04.**

**Pacific Pioneer Fund** offers support to documentary film and video makers with fiscal sponsorship. Open to residents of CA, OR, WA. Grants $1,000 - $30,000. Contact: PFF, PO Box 20504, Stanford, CA 94309, www.pacificpioneerfund.com. **Deadline: 10/1/04.**

**Print Arts Northwest** invites applications for consideration as a new Artist Member. Residents of OR, WA, MT, ID, NV, HI, AK, B.C. and Alberta are eligible to apply. Annual dues $120.


Call for Entries for Mt. Hood Community College (MHCC) Alumni Show (1/5-26, 2005). Feature artists and art students whose initial secondary academic development in the visual arts took place at MHCC. Painting, drawing, printmaking, sculpture, ceramics, mixed media, new media, film, installation art, photography, graphic art, and published works. Contact: Pat Barrett, Visual Arts Center Gallery; 503.491.6075, barrett@mhcc.edu. Deadline: 12/17/04. For more: www.racc.org/News/artnotes/ANComp.html

Workshops/Conferences/Lectures

9/8 Trademark Law for Artists. This seminar, sponsored by Washington Lawyers for the Arts and hosted by the Clark County Cultural Commission, will cover the basics of trademark protections and rights, address the ins and outs of using other person’s trademarks in creative works. Speakers: Karen Wetherell Davis and Arin Dunn, 11:45 am. City Hall, Council Chambers, 220 East 13th Street, Vancouver, WA. To register www.wa-artlaw.org/lecture.html or 206.328.7053.


Job Opportunities

4 Mentorship Teaching Opportunities with Oregon Ballet Theatre’s Outreach department for young dancers who want to gain experience teaching dance in the public schools. Mentees are paired with master teachers from OBT’s Outreach staff for 60 hrs of contact time with students. $30/hr. Contact: Linda K. Johnson, OBT, 838 SE 6th, Portland, OR 97214. Deadline: 10/01/04.

Assistant Professor: Creative Writing/ Poetry at Oregon State University. Responsibilities include teaching, publication, and related professional activities. See http://oregonstate.edu/admin/hr/jobs/academic/003-1211.html for more detail. Send letters of application, a vita, transcript of course and thesis work, and 3 letters of reference to: Robert B. Schwartz, Chair, Dept. of English, OSU, 238 Moreland Hall, Corvallis, OR 97331-5502. 541.737.3244. Deadline: 11/1/04.

Art Preparator/driver (p/t). Experienced installer needed. Gallery or museum background preferred. Experience packing/crating; good driving record; will entail interstate travel. Send resume to: PO Box 20306, Portland, OR 97294.

Aurora Chorus Development Director (p/t). Need experience: grant writing; development of fundraising goals; and coordination of fundraising events. 20hrs/wk. $23,660/year. Contact: Ruth Spetter, Personnel Chair, email: rspetter@aol.com or regular mail: Aurora Chorus, PO Box 80312, Portland, OR 97280-1312.

For more: www.racc.org/News/artnotes/ANJobs.html

Other Opportunities & Information


Artists and Volunteers wanted for Art From the Heart, an art studio for adults with developmental disabilities to help with art classes, open studio time, and exhibitions. Email Kristin at kriscozz@hotmail.com or call 503.528.0744.

Theatre Volunteers sought by Imago Theatre for production of Chekhov’s Uncle Vanya (late 9/04). Seek stage crew. Email: imago@imagotheatre.com.


For more: www.racc.org/News/artnotes/ANOther.html

Classified

Top Quality Photo Services for Artists. Both 2-D and 3-D artwork. 35mm, medium, and 4x5 formats. See www.graceweston.com. Call 503.288.6077.

SMC Creative: Writing of all kinds for arts community: grant proposals, artists statements, press releases, advertising copy, resumes, bios and more. Call 503.281.9392.

Space Available for artists, performances, meetings, gallery, cafe, retail and more. 5339 SE Foster Rd. Contact Leonid Nosov at 503.260.9483.

For more: www.racc.org/News/artnotes/ANClass.html

artist, pay special attention to work that is in the same category as yours, such as ceramic vessels or installation art. Each niche has its own special needs.

The second priority for artists who want to see their work in print is to plan time for publicity into your schedule. Most magazines need at least two months lead time, as well as many bi-monthly publications. Many publications such as The Oregonian and the Willamette Week have their deadlines printed either in their arts columns or web sites. Leaving adequate time for publicity well before your show opens is crucial to getting press coverage. It takes me two full days, minimum, to research, put together, and send off my press packets. I do a round of magazine publicity packets two to three months before the show opens, and local weekly media publicity three weeks to a month in advance.

Make a list of which publications you’d like to send your press packets to. Get the names of the people who are currently editors of the specific sections where your work fits in best. Write a cover letter that’s personal to each of these people, showing that you read the publication and know why your work fits in there. Include three of the best images of your work, either in slide format, or better, high resolution (350+ dpi.).

Other items you might include are a resume, statement, press release, and postcard for the show if you have that already. Don’t overwhelm them with too much information, such as past articles you may have — offer in your cover letter to provide additional information on request or refer them to your professional fine-tuned web site (which is a whole other topic). A well-functioning web site with up-to-date work and reviews is the best reference an artist can have, and it’s where a reporter can anonymously go before committing to an article, which is where you can really stretch your legs and show all you’ve got.

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Hilary Pfeifer is a local artist who has shown her artwork extensively around the United States and in Europe in both solo and group exhibitions. Her current show, Vertical Garden, at the Portland Building Lobby is part of RACC’s temporary installation series for 03-04 and runs through September 10. Hilary resides and maintains a studio in Portland. You may view more of her work at www.hilarypfeifer.com.
Talent to Enterprise
The Business of Art
The Art of Business

Art isn’t easy, but there’s help. The Regional Arts & Culture Council and The University of Portland Center for Entrepreneurship have teamed together to offer six informative professional development workshops to help artists become more successful in their endeavors.

Saturday, October 9 – “LEGAL ISSUES FOR ARTISTS” with Kohel Haver

Saturday, November 6 – “CREATING A MARKETING CONNECTION BETWEEN CUSTOMER AND ART” with Robert Fenty

Saturday, January 15 – “ARTISTS WANTED” with RACC Public Art Staff ($10, sponsored by RACC)

Saturday, February 5 – “NETWORKING TOGETHER A POWERFUL BUSINESS MODEL” with Robert Fenty

Saturday, March 12 – “GRANTWRITING AS A FOUNDATION TO PROFITABILITY” with Larissa Golden Brown

April TBA – “FINE-TUNING YOUR FIRST IMPRESSION” featuring a panel of local gallery owners and curators

All workshops are three hours in length and cost $35 each unless noted otherwise. Subscribe to all six workshops for $138.00 – a 25% discount! For more information or to register online, visit www.racc.org/talent, or call 503-943-7769.

Sponsored in part by The Coleman Foundation. Photos courtesy of RACC photo library with particular credits to Basil Childers (BodyVox) and Rich Iwasaki (Portland Taiko).