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## *Community-Based Education Program*



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### **Promotional Copy**

#### **#4184 – Local Art and Social Media: Getting the Word Out**

### **Organization Information**

The host organization is an artist-run centre committed to the development and promotion of contemporary art projects that advocates for artists. It nurtures dialogue across disciplines, cultures and perspectives. They are also representatives, responsible for building links within the community. The organization offers presentation spaces that accommodate a broad scope of disciplines, and favours work that is challenging, innovative and provocative. As of 2006, its new location presents a great opportunity to extend its mandate. An expansive main gallery houses monthly exhibitions, while the incubator, the MUDROOM, is shared among local artists to produce and perform. Ongoing exhibitions, screenings, speakers' series, symposia and workshops round out a programming mix that continues to pique the interests of the community and artists across Canada.

The programming, though national in scope, is regional in spirit. In connecting artists to the community, the host continues to attract respected talent from across the country; talent that they are proud to compensate with fees that exceed recommended CARFAC rates.

The organization is built on the strength of its membership, supported by private sector partners, and funded by all levels of government; The Canada Council for the Arts, The Ontario Arts Council, The City of Peterborough, Ontario Lottery and Gaming Corporation, Ontario Arts Foundation, and Ontario Trillium Foundation.

### **Project Information**

This project will undertake a reorganization of the host's in-gallery resource room (named the Tool Box), and will involve cataloguing of publications, new media works (e.g. video and audio). Through this process, they would like the student(s) to contextualize its collection, drawing out themes, and selecting works for publication to their website and for promotion by other social media techniques.

The host would also be interested in having the student(s) develop profiles of art and/or artists to be incorporated into an annual publication, which they would help to develop/draft.

The goal is to undertake a re-organization of their in house resources in such a way that they are more accessible to the public, and at the same time use media to communicate to the public that they have resources available to them.

### **Benefit to the Host Organization and Community**

Through this project, the host will be able to offer expanded services to its membership. The community will benefit from a public resource centre on contemporary art and culture, and will be able to make use of a new media-lending programme.

### **What students might learn**

The student will become better aware of the rich artistic history of the host organization and of Peterborough.. The project itself will provide training in cataloguing and administration. Ideally, the student will already have a good degree of media literacy and will be interested in working with staff to develop new online content, both for educational purposes and as a way of promoting the organization and its programs.

### **Screening or Training Requirements**

In keeping with the organization's policies, they require a police background check following a successful in-person interview. The host meeting arranged through the TCCBE can serve as the in-person interview.

### **Skills or Experience Needed**

It would be an asset to this organization if the student were media literate, self-directed, and possessed strong organizational skills.

### **Resources Required for Project Provided by Host**

The organization can provide all office/project-related expenses (i.e. use of phone, computer, fax, office supplies, any media equipment or supplies related to the project).