

Regional Arts WA Artist of the Month

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How to use this document

This document is designed to be accessible for people who need extra help.

- In this document, look out for words that are **bold and blue**. These words may be hard. You can find explanations of what these words mean in the **glossary** on the last page.
- You can click on the links in the contents page above to go straight to the information you want.

Artist of the Month

There are so many incredibly talented artists working throughout regional WA and every month it's our pleasure to **spotlight** just one of them. We want to use our **networks** to bring more attention to some of the amazing work that is created in our regional communities.

Each month one artist is given the opportunity to share more about themselves and their work with a wider **audience**, improve their skills in **self-promotion**, **curate** their online and **social media** profiles, and increase their **recognition**.

We welcome nominations from people of all ages, experience levels, backgrounds, and **artforms**. The only requirement is your willingness to get involved!

Nominate yourself as our next Artist of the Month by filling in our [nomination form](#) and we will get in touch to help with the rest.

About the program

When you are featured as our Artist of the Month, you have the option to participate in any/all the following:

- Be **interviewed** for a **feature story** that will be shared across our website, **eNews**, and **social media**.
- Sharing your **social media** posts across to our Facebook and/or Instagram pages.
- An **Instagram takeover** – where you are given our account to run for the day.
- A **radio interview** with RTRFM 92.1 for their radio show Artbeat.
- Writing a **guest story** that we can share across our platforms.
- Our “Week in the life of...” **short video series**.

** Note: These opportunities may change.*

It is important you are willing and able to talk about your work on social and **mainstream media** either through phone, email, or video call. If there is anything you feel would make participation difficult, email us at enews@regionalartswa.org.au to discuss flexible options.

Find out more about each of these opportunities in more detail below or use the contents page to go directly to what you want to learn more about.

Guides

Feature Story

Feature stories are an excellent way to raise your profile as an artist by sharing your experiences and work with the world. You will gain experience in [interviewing](#), telling your story, and better understand how you want to publicly [represent](#) yourself.

What happens?

1. The [interview](#)

- Interviews take place approximately three weeks before your feature month. For example, if your feature month is February, you will be contacted in January.
- Interviews can be done in any way that suits you – zoom, phone, or email.
- We will get in contact to set up an interview time that works for you.

2. The Story

- We will write a [feature story](#) using the information we have discussed.
- You will be sent the feature story to edit and approve before it is [published](#).
- You will be asked to provide images to accompany the story, including at least one photograph of yourself (either a headshot, or at work!).

3. The publication

- Once your story is approved it will be published on our [website](#).
- Your story will be shared as a sneak peek in our monthly [eNews](#) approximately one week before your feature month.

Sample timeline



Useful tips

Be ready to talk about more than just the technical aspects of your work. Consider why you got into the arts, why you create what you do, what makes your work special or unique, how living in regional WA has impacted your work, and what your goals are for the future.



Alli Butler. Artist of the Month May 2020. Photo by Strange Images Photography.

Social Media

Maintaining a **social media** presence can be very helpful to increase your reach as an artist. With so many people around the world online, you can get word out further and quicker than ever – and it's free!

During your feature month, you have the option of allowing us to share some of your social media posts to our Facebook and/or Instagram pages. You can also give us permission to use your artwork as our Facebook banner for the month, which will be credited to you with links to your website and profiles. We will normally use a photo/artwork you have previously sent us for your **feature story**.

How do I share my posts with you?

Post something to your own page, tag us in it @regionalartswa so we can find it, and let us know!

What should I post about?

The best posts are **authentically** you. Don't be afraid to get a little personal and show your **audience** the person behind the artwork.

Take some inspiration from some of our past Artist of the Month participants:

- Celebrate something special to you – like [Jacky Cheng](#).
- Show us your work from initial design to completion – like [George Corke](#).
- Make an exciting announcement – like Jaru Girl, [Bianca Long](#).
- Invite people to look at your workspace – like [Cindy Poole](#).
- Talk about your experiences and hometown – like [Alli Butler](#).
- Ask a question you want an answer to – like [Casey Thornton](#).
- Create a time-lapse of your work – like [Andy Dolphin](#).
- Just get **creative** and have some fun – like [Kelea](#).

You can find more ideas over at [All She Makes](#) and the [Visual Artists Association](#).

Instagram Takeover

An Instagram takeover is the process of temporarily taking over someone else's Instagram account and sharing content with their **audience**. This is a great way for you to share your unique **perspective** with Regional Arts WA's statewide audience.

How do I take over your page?

1. Before the takeover begins

- Think about what you want to achieve and what story you can tell.
- Choose a day for your takeover where you have something interesting to show but will not be too busy to commit to regular posts throughout the day.
- Make a list of ideas for posts. If you need help with ideas, get in touch with Regional Arts WA and we can brainstorm together.

2. During the takeover

- Log in to Regional Arts WA's Instagram account – the details will be provided to you by email the day before your takeover.
- Post one photo to the feed to introduce yourself. In this post explain you are taking over the page for the day and tell people to check out the stories.
- For the remainder of the takeover, post to stories. Remember to tag yourself!

There is an awesome guide on how to use Instagram stories available on [Buffer](#). You can also find all our previous takeovers saved as highlights on our [Instagram](#).

What should I post?

Consider your Instagram takeover to be like a story - with a beginning, a middle, and an end. Posts should be put up throughout the day, watching your story unfold live. You should not reuse old content or post all your photos at once.

What to post

- ✓ Photos or video of your life in regional WA and how it impacts your work
- ✓ Photos or video of you or the community engaging with your work
- ✓ Photos or videos of artists, or the community working on your project/event.

What not to post

- ✗ No curse words or swearing, keep it clean
- ✗ No photos which include smoking, or drinking alcohol
- ✗ No posts which could be seen as hurtful to a particular persons or groups

Hashtags

In your first post, remember to use hashtags so your post reaches a wider **audience**. Please capitalise the first letter of each word for ease of screen readers. We recommend using at least 2-5 hashtags specific to your image plus the following:

#RegionalArtsWA #RegionalArts #Australia #WesternAustralia #AustralianArtist
#RegionalArtist #RegionalWA



Yola Bakker. Artist of the Month August 2020. Photo by Stacey Robinson, courtesy of Yola Bakker.

Radio Interviews

Regional Arts WA has teamed up with RTRFM92.1 to offer our Artist of the Month a spot on their weekly show, [Artbeat](#). Every Friday morning the presenters of Artbeat look at the world from an arts **perspective** and chat to amazing people – like you!

This is an excellent opportunity to broaden your reach even further, as RTRFM can be heard state (or even interstate) wide. Listeners can tune into RTRFM Artbeat on 92.1, live-stream the show online, or listen back to the saved shows on the website.

How can I participate?

Regional Arts WA will get you in touch with an RTRFM producer who will offer you a timeslot during the month. This will always be on a Friday between 9am and 12pm.

You will need to respond to confirm the time and provide a phone number they can call you on. Most **interviews** are done by phone, so it doesn't matter where in WA you are on the day of the interview. You can also choose to do it in-person at their studio in Perth.

Make sure you include enews@regionalartswa.org.au in any email replies with RTRFM so we can put it in our calendars to tune in!

Tips for a successful radio interview

- Find a quiet space, such as a home studio or office, to do the interview.
- Act confident. You are talking about what you know best – yourself.
- Think of your interview as a conversation between friends.
- Don't just answer the questions, tell people things you want them to know.
- Be energetic, lively, and friendly. Make sure to avoid speaking in monotone.
- Give short, but full, answers. Don't just say yes or no, answer in more depth and provide relevant context. Avoid rambling.



Jacky Cheng. Artist of the Month February 2021. Photo by Tim Acker.

Guest Story

Writing a **guest story** is another way to increase your exposure to relevant **audiences** while adding to your own portfolio and being **creative** at the same time. You can write in your own tone of voice about a topic you are particularly knowledgeable about.

What should I write about?

Anything at all! If you have something interesting to say, then we want to read it. Need some inspiration? Try one of the story ideas below:

- Talk about your work in greater detail.
Example: [A closer look at This Hopeful Shack.](#)
- Share a project you are excited about and how it came together.
Example: [A wave of potential](#)
- Offer advice based on your own experience.
Example: [6 tips for funding your youth arts project](#)
- Tell people about a new initiative or big idea you have.
Example: [Writers of the Great Southern celebrated](#)
- Talk about a recent experience or celebrate something that has happened.
Example: [The Jury Art Prize's ambitious opening](#)
- Share your favourite resources or guides that help you at work.
Example: [7 books by authors in regional WA you should be reading](#)

I have an idea – what next?

Start writing! We will **publish** your story on our website and share it across our **social media** during, or shortly after, your feature month.

1. Aim for a story between 400 – 1,500 words.
2. Include 2-5 images that are relevant to your story, including image credits.
3. Send the story with photos attached to the email in JPEG or PNG to enews@regionalartswa.org.au.
4. Remember to share it yourself on your own platforms!

Short Video Series

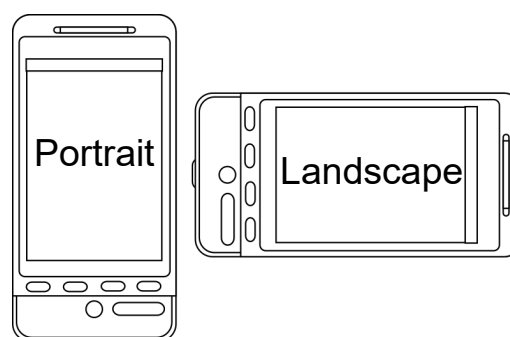
“A Week in the Life of...” is a series in the process of being developed, allowing each Artist of the Month the opportunity to show people how they live their life – in a short 18 second video.

At the end of the year, each artist's video will be compiled into a longer video to highlight how different life is for artists all around Western Australia. These videos will highlight not only the uniqueness of each artist and their practice, but the incredible differences that exist even between towns and regions.

How do I participate?

All you need to do is video capture three seconds of each day, over the course of a week.

- Videos can be filmed on your camera phone.
- Don't worry if your video is not exactly three seconds – we can fix that.
- Make sure your videos are filmed in **portrait orientation**.
- By the end of the week, you will have seven short videos that are three seconds each.
- Send these short videos as individual files to enews@regionalartswa.org.au



What should I film?

It is best to choose a week that will best **represent** your everyday life, or a week in which something interesting is happening you may wish to document.

If you are stuck for ideas, we have the following guide you may wish to follow:

- Day one: Show us the community you live in
- Day two: Show us your workspace, or what's in your kit
- Day three: Show us your morning routine
- Day four: Show us what you look like while at work
- Day five: Take us on a road trip
- Day six: Show us your favourite place for inspiration
- Day seven: Show us your favourite completed artworks.

What will this look like?

While this project is currently in development, you can see the below examples to get an idea of what A Week in the Life of... may look like:

- [A Week in the Life of Jasmine at Regional Arts WA](#) [VIDEO]
- [A Week in the Life of a Dress History Postgrad Student](#) [VIDEO]
- [A week in the life of a Lancaster University Student](#) [VIDEO]

Glossary

Artform: A particular type of artistic activity. For example, painting, photography, dance, music, etc.

Audience: A group of people gathered to watch or listen to something.

Authentic: If something is authentic it is real, true, or what people say it is.

Creative: Involving the use of skill and imagination to produce something new or a work of art.

Curate: Select, organise, and present using professional or expert knowledge.

eNews: (Electronic newsletter). A newsletter that is sent by email.

Feature story: A spotlighted factual story about a person or event.

Guest Story: A story written and published, normally for a website, by a person who is not a member or staff member.

Interview: A meeting in which someone answers questions about themselves for an online article, newspaper article, television show, radio show etc.

Mainstream media: Traditional media such as newspapers, television, and radio.

Networks: Closely connected groups of people that exchange information.

Nominate: To officially suggest someone should be chosen.

Perspective: A particular way of viewing things that depends on one's experience and personality.

Publish: To make information available to the public.

Recognition: The act of remembering who somebody is or identifying what something is; if you are given recognition, people show admiration and respect for your achievements.

Represent: To show or describe something or someone.

Self-promotion: The activity of making people notice you and your abilities.

Social media: Websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone. For example, Facebook, Instagram, LinkedIn, etc.

Spotlight: To direct public attention to something.