

FOLLOW-UP AND PROMOTION

◇ In all publicity materials regarding an Artist Residency Project, the Pittsburgh Center for the Arts and the Pennsylvania Council on the Arts' Arts in Education Division must be cited as providing administrative and financial support. Please use the following information when sending out press releases or publicity materials:

“This project was made possible through the Arts in Education Partnership of the Pennsylvania Council on the Arts, a state agency. It is funded by the citizens of Pennsylvania through annual legislative appropriation and administered locally by the Pittsburgh Center for the Arts – the arts center where artists and the community can create, see, support, and learn about art. The Pennsylvania Council on the Arts is supported by the National Endowment for the Arts, a federal agency.”

- ◇ Let parents know an artist is coming to the school via the school's newsletter or website.
 - ◇ Are there any local media who might like to do a story or photo essay on the project?
 - ◇ Make sure you have the Pittsburgh Center for the Arts Photo Release Form so that documentation can be used in publicity materials and to promote future residencies.
 - ◇ How can the residency be documented? Does the site have a staff member to assign to this or does the local intermediate unit provide assistance in this area? Is there a 35mm and/or digital camera at the site that the artist and the teacher can use?
 - ◇ A written evaluation form will be distributed and should be turned in within 30 days of the completion of the residency program.
 - ◇ An invoice will be sent at the beginning of the project and should be returned with payment within 30 days of the completion of the project.
 - ◇ Recruit a local business or industry that may provide financial or in-kind support of this residency or future residencies.
 - ◇ If you send information to your local state legislators (always a good idea) also let them know of the Center's and the PA Council on the Arts' support. Their continued support is the reason these programs exist.
 - ◇ Have your students and staff send thank you cards to the artist, legislators, and the PA Council on the Arts. This follow-up helps keep future funding secure! Please feel free to contact us for names and addresses.
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