

Peace Liard Regional Arts Council Annual Juried Art Exhibit Worksheet

The annual art exhibit is held each year in a member arts council community (order of rotation is Tumbler Ridge, Chetwynd, Dawson Creek, Fort Nelson, and Fort St. John) to encourage, promote, stimulate and support visual arts and artists in the Peace Liard Region, extending opportunities to artists in the Peace Region.

4 to 5 months prior to the event

Set the Date. Consult with the community arts council where RJAE will be held. The PLRAC requires at least five months to plan. Discuss a volunteer recruitment strategy, and identify a point person in the organization to work with in the community.

Acquire the venue for the opening reception as soon as possible (finding a space in some communities can be a challenge). The venue should allow the exhibit to be displayed for at least three days. The local arts council where RJAE is being held will know best what spaces are available in their community.

Contact Adjudicators and book preferably two (ideally one of the adjudicators should be Indigenous). Obtain travel and accommodation for them either at a hotel or billets. This will depend on the jurors' preferences. An in-kind donation from a local hotel is great. A Saturday or weekend workshop (preferably on artist development, e.g. developing portfolios, marketing, presentation, CVs) with the jurors should be requested (\$300 paid for each workshop by the PLRAC) or any alternate workshop for professional artistic development.

Prepare a Budget (see example). Budget should be prepared by the Executive Director of the PLRAC and forwarded to the PLRAC Board for approval. Budget should include all costs – opening reception, entertainment, workshop, juror's fees, caterer, orientation/training for new volunteers, post volunteer recognition event or initiative with local CAC, etc.

Sponsorships/Additional Funding/In-Kind

Gifts: with assistance from the community arts council where the RJAЕ is being held, look for other funding/support opportunities from businesses, other community groups and individuals within the volunteer arts council community. Keeping a worksheet of volunteer hours is also very helpful. The PLRAC applies to Encana for the cost of the awards.

Contact Island Mountain Art to see if Toni Onley Artists' Project Scholarship will be offered.

4 months prior to event

Acquire instrumental entertainment and catering for opening reception.

Design a Call to Enter brochure/forms (see examples. The PLRAC has these files, along with mailing labels, in Microsoft Word and in Microsoft Publisher) to be sent out to artists in the region asap. It is nice to have all print media images (brochure, posters, invitations, etc.) coordinated with images from a local artist and must include the logo of any sponsors, e.g. BC Arts Council, Northern Rockies Regional Municipality, Peace River Regional District, Encana). The entry fees are paid to the PLRAC to help offset the cost of the juried art exhibit.

Ensure that Call to Enter also includes a Call for Volunteers.

Create a poster advertising the Ekphrastic Writing Contest (use existing template and guidelines outlined on poster) and ensure a juror has been selected. Note on poster a line on how to volunteer for event.

Design invitations for the opening reception and posters (see example).

Identify a volunteer for the Children's Exhibit

Begin to promote the RJAЕ, the Children's Exhibit and the Ekphrastic Writing Contest via newspapers, email, Facebook, Twitter, radio or whatever means are available to you.

Engage volunteers to hang the exhibit once all the artwork has been received. More experienced groups like the Fort St. John and Dawson Creek art councils may be willing to help. Volunteers may also be needed to help with the opening reception. Recruitment within host CAC community and local community begins in earnest one month prior to event. Post on social media for call out on opportunities. For new volunteers (if any), include an orientation day a week or a few days prior to required event duties begin. ED and appointed CAC person work collaboratively on event schedule.

Prior to your event

Send invitations for the opening reception to mailing list and post on websites/Facebook, email newsletter, community contact lists, etc. Send an official letter to local dignitaries and to municipality where RJAЕ is being held (include RSVP in self-addressed stamped envelopes).

Ensure that an available representative from Encana is invited to present the awards.

Confirm caterer

Confirm musician and volunteers. Volunteers must have 'Serving it Right' if wine is being served. For new volunteers (if any), include an orientation day a week or a few days prior to required event duties begin. ED and appointed CAC person work collaboratively on event schedule.

Stay in touch with the adjudicators and provide/confirm accommodation details.

One month prior to your event

Using the template provided, maintain a spreadsheet of the artists and their entries, entering the information on the spreadsheet as registrations are received (prior to arrival of the artwork).

Arrange for a sponsor sign acknowledging levels of sponsorship and include logos.

Call dignitaries to confirm their attendance at reception.

Three weeks prior to your event

Have 'Serving it Right' volunteer apply for a liquor license on behalf of the PLRAC. This takes about two weeks to complete and needs to be signed by the BC Liquor branch before taking it to the RCMP. The RCMP will call when it is ready to pick up. Once approved the 'Serving it Right' person can purchase the wine.

Print ballot entries for the People's Choice Award. See sample.

Send out email invitation once more to contact lists.

When art pieces start to arrive (as per the drop off deadlines noted on brochure) at the drop-off site arranged by the local community arts council where the RJAЕ is taking place, the PLRAC will ensure that the local community arts council has an updated copy of the PLRAC registration list so they can cross-check submissions to the list.

Create tags and artist statements for the pieces from the registration list with the artist information (name, city/town, title of piece, media used and price/NFS-see example) and artist statements received. Two tags are created; one with the artist's name and residence and one without (for the judging process). Artist statements will be printed on a separate card. The PLRAC will ensure that the tags and artist statements are sent to the volunteer host community arts council before the artwork arrives so they can be included with the artwork (this makes hanging the work much easier as the tags and artist statements will be with the artwork). The tag without the artist's name and residence (for the judging process) should be visible with the second tag affixed behind the other tag (tack putty works well). Once the winners have been announced, the PLRAC will remove the jury tags to reveal the second tag.

Create tags for the Children's Exhibit with assistance from the volunteer coordinator for this exhibit.

Remind volunteers of the hanging date (usually the Wednesday before the Friday night opening). The PLRAC will provide funds for lunch for the volunteers.

Let adjudicators know how entries are going: number of pieces and artists registered. Confirm their arrival time.

Hire a professional photographer for the opening reception and to photograph the winning entries for the PLRAC annual art calendar. Reception photos can be submitted to the media and placed on the PLRAC website.

Create the juror's handbooks for the adjudicators. This will include a juror's spreadsheet of the pieces (see example), Juror Guidelines (see example, includes prize information), and any information on their travel, accommodation, etc. during their stay.

If possible, submit press release to regional newspapers. Use social media to advertise (Facebook, Websites, Twitter, etc.)

Two weeks prior to your event

Create program brochure (see samples) listing all the artists/pieces on display. If possible include the artist's contact information. Include sponsors, award categories, PLRAC President's message, local CAC message, PLRAC background info, gallery hours if applicable, jurors' information, explanation of the awards (Distinguished, Recognition, Most Experimental, Chosen, Honorable Mentions,) and any other info you think would enhance the program. This is like a souvenir and also serves as a resource. Add a thank you with all the volunteer names in alpha order as a keepsake.

Prepare a schedule for the reception speeches and award presentations. Give a copy to those involved.

3 days prior to your event (Wednesday)

Hang exhibit; place numbered exhibit tags by corresponding piece of art with juror tag exposed and the tag with artist's name/residence affixed behind.

Print off exhibit list and handbook for adjudicators (see above for the details of what is allowed).

Prepare speeches for the reception.

Send out Press Release (see example) via social media, email or whatever way best suits your community (ask community and volunteers to share and like on social media).

Day before opening reception (Thursday)

Give adjudicators uninterrupted time for judging. Provide adjudicators with a binder containing the artist statements.

Attempt to contact winners once adjudicators have chosen as it is nice to have the winners present at the reception.

Make up Award Tags (see example). Cards for Distinguished, Recognition, Most Experimental, 9 Chosen and up to 10 Honorable Mentions.

Make available a People's Choice Award

ballot box along with programs and brochures.

These ballots will be counted at the end of the exhibit time.

Follow up with media to confirm attendance.

The Night Of!

Prepare area for caterer/food/music. Put up sponsor sign. **Oversee awards/speeches (order of/protocol)** to ensure the event runs smoothly.

Remind people of the Ekphrastic Writing Contest and ensure a poster is displayed at RJA venue.

Remind people of Saturday morning walk through and workshop.

Saturday morning

Artist walkthrough with adjudicators. Critique should be restricted to winning entries only (Distinguished, Recognition, Most Experimental and 9 chosen) and each critique should be timed (about ten minutes each) otherwise the walkthrough becomes very tedious and extremely long. Artists may request individual time with the adjudicators via the CAC.

Make sure winning entries are photographed for the production of the annual art calendar.

Saturday afternoon/Sunday **Oversee workshop. Oversee cleanup** for Friday and Saturday.

Follow up

Announce winners to the media, place on the PLRAC and CAC's website/Facebook pages and other applicable social media sites, etc.

Before Show Comes Down Deadline for registering for the Ekphrastic Writing Contest must be before work is taken down from show so photos of work can be taken. Submissions to the Ekphrastic Writing Contest is May 31st.

Send out thank you letters to sponsors once final budget numbers are in. Personalized thank you cards to all volunteers and/or potluck thank-you get-together recognition event after dismantle of exhibit.

Volunteer Host Community Arts Council chooses one piece from their community for the PLRAC's permanent collection. The piece should be presented to the regional district in which the artist resides. The PLRAC pays up to \$800 (see application form) for this piece. This cost includes the engraved plaque and framing. The PLRAC will take care of the engraved plaque.

Dismantle exhibit and keep pieces in a safe place until picked up.

Letters/Certificate of congratulations to be sent out to the winners by the executive director.

May 31st Send submissions to Ekphrastic Writing Contest to juror (ensure entries are blind judged and ordered randomly)

June 30th

Deadline for juror's selections for Ekphrastic Writing Contest. Once selections have been made, contact artists to gain permission to use their image in broadsides as per following example:

Hello artists of the 2019 Regional Juried Art Exhibit. As you may know, in conjunction with this year's RJA, the Peace Liard Regional Arts Council held an Ekphrastic Writing Contest where regional writers submitted work inspired by artwork in this year's show.

I am contacting you because your piece has inspired one of the winning pieces of writing, and we are hoping for your permission to be able to include an image of your work with the forthcoming promotion which will include the following:

1. An announcement on social media and in the press
2. The creation of a broadside which is essentially an art poster printed on fine quality paper that will show both the writing and the image. In the design of these broadsides, we would need your permission to include an image of your work on the broadside.

If you are in agreement with this, we will provide you with a copy of the broadside once created. Writers will also receive a copy of the broadside and additional copies will be made to be launched and sold at the 2019 Wild Words North Writing Festival. Proceeds from these sales will go to recouping the costs of printing the broadsides.

Please let me know by Friday, June 14th if you are okay with us using your image for this purpose.

Once permission is gained send email to winning entrants confirming guidelines and their approval of them as follows:

Hi [name], your entry, [title of poem] inspired by [artist name and title of piece] has been chosen as one of the winning entries to the Ekphrastic Writing Contest. Congratulations!

All entries were blind judged by [name of judge]. As per the contest guidelines, each recognized author will receive \$50 for each piece of writing selected.

The PLRAC will also be creating broadsides of the winning work, and the author will receive one copy of their broadside for each piece of writing selected. Additional broadsides will be created and will be launched and available for sale at this year's Wild Words North [date and place of festival] with the proceeds going to recoup PLRAC's design and printing costs.

A draft of the design will be sent to both the writer and the artist prior to printing. Artists have already been informed that their pieces inspired a winning entry and have agreed to the use of their artwork image in the design of the broadsides and in all promotion.

Please confirm by June 24th that you accept the conditions of your award along with the following:

1. Title of your winning piece (this can be the title of the artwork itself or your own)
2. Will you be available to read from your work at Wild Words North (if enough writers can attend, we will do a formal broadside launch and reading as part of the Wild Words North events)
3. Your mailing address. Cheques will be mailed after June 24th.

An announcement of the winners will be made after June 24th. Until then, we ask that you keep the news under your hat.

Once again, congratulations, Donna

September

Launch of Ekphrastic Writing Broadsides and
Readings from Winning Entries at Wild Words
North

October

Create the RJAЕ Calendar