

Publicising your residency

This worksheet will help you to think about and plan how you could publicise your residency to wider audiences.

Plan ahead – consider how you will showcase your residency at an early stage and allocate some budget for this purpose.

Be clear about what you have to report on to funders, but be creative when it comes to showcasing your residency and don't be afraid to provide additional material.

Who you want to showcase to – the local community or a wider arts or community audience?

Enquire whether local media outlets prefer to send reporters, have a press release, do an interview, etc?

Share information on the websites and social media the community uses.

Talk to participants, sponsors, partners and funders. Can they suggest where you might showcase your residency?

Think about showcasing locally through an exhibition, presentation, talk, or other public event.

Try and regularly capture information and updates.

Make content interesting and visual with photographs, artwork or film.

Who will provide the material? Could the participants in your residency be involved in showcasing the work?

Think about...

...**how ambitious you want to be.** Often, a residency provides a lot of creative and visual material that can make an excellent publication. Do you want to create a magazine, journal or book? If you do, it is wise to set aside a budget and plan for this from the beginning of your project.

Help & advice

Contacts in the local media (including newspapers, magazines, radio and community websites) can help showcase your residency to a wider local audience

Tools & resources

A blog can be a really good way of capturing and sharing information about your residency. A blog can include written material, photographs, sound and/or video recordings, and a forum for people to post comments if you wish.

You can find free resources online to help you set up a blog.

Case study:

The Cultural Value blog by Staffordshire University is a good example of a Community Arts Project Blog:

blogs.staffs.ac.uk/culturalvalue/

Top tip

Involve the local community and participants showcasing your work as much as you can. This will help share the work, but also it will reflect well on you if local people take the time and effort to commend you on your work.