

List of Colborne Art Gallery marketing duties

1. **Gathering Exhibition Promotion Content - Curator**

- 5 months out gather all relevant artist information from exhibitor(s) and email to **Copywriter**
- include artist biography, artist statements, exhibition theme, artist contact information including links to website, Facebook url, Instagram url.
- upload image of artist, images of art in exhibition, along with titles and relevant information to folder in Dropbox and notify **Copywriter, Newsletter Editor, Webmaster, Social Administrator, Designer** and **Press Coordinator** by email
- list all specific dates and time relevant to exhibition and opening for **Copywriter**
- manage creative approvals with artists

2. **Copywriting - Copywriter**

- 4 months out; draft all copy and send to **Curator** for approval and if needed, approval with exhibitor
- write and edit copy for:
 - press release
 - press story
 - rackcard, poster
 - e-newsletter
 - Facebook posts
- 3 1/2 months out; forward all final copy to **Designer, Press Coordinator, Social Administrator, Webmaster**

3. **Design Print Materials, Web, E-News and Social Posts - Designer**

- 3 months out; design materials
- optimize image for print (300dpi, cmyk, tiff, sized to fit rackcard)
- after designing, send pdf to Curator for approval and approval of artist.
- create web-optimized rackcard (jpg)
- manage print 2-3 months prior to opening.
- send final art files to **Webmaster, Social Administrator, Press Coordinator, E-Newsletter Editor**
- pay printer with CC and submit bill to **Finance** for reimbursement.
- bring materials to meeting 2 months prior for distribution

4. **Press Coverage - Press Coordinator**

- 2-3 months out; update all available on-line calendars and event listing sites
- 3 months out; send out longer stories and images to relevant publications
- 1 month out; send listings to weekly/daily newspapers

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- ongoing; update press list, search out new opportunities and publications, on-line listing opportunities

5. Update Website - Webmaster

- 3 months out; decide what copy and images you want on webpage about the exhibition
- send completed art and additional images and copy to Web Guy

6. Create E-Newsletter - Newsletter Editor

- 3 weeks out; design and send E-newsletter
- MailChimp account for CAG is: user name: colborne - password: yoka#51
- use a previous campaign as a template for the new email.
- use jpg of rackcard for image
- add additional images and story about artist and or exhibition
- send to general CAG list (note there are a number of lists, including juried show - don't send to these as well, they are just for the juried show).
- collect email addresses from guestbook and add to general list.

7. Post on Social Media - Social Administrator

- 3 weeks out; post article about exhibition
- 2 weeks out; post opening
- ongoing; post about every member, at openings, post about Heritage Room
- manage all comments and engage with comments
- Like pages of all members, guest artists, juried show artists, jurists
- comment on above pages

8. Photograph openings and gallery exhibitions - Photographer

- prior to and at opening; take photos
- choose a selection of suitable photos and optimize for web (72 to 96dpi depending on platform, variable sizes, if using Photoshop use the Save for Web & Devices choice for smallest file).
- send to **Webmaster** for upload to website.
- forward to **Social Administrator** for postings (no need to change any settings, Facebook automatically reformats)
- photograph selection of artwork for Northumberland Today "Colborne Chronicles" page

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- photograph work from each artist (also label info). I photograph multiples (more than one selection for each artist) in case one looks better than another on review in Photoshop.
- Select suitable artwork and colour correct in Photoshop. Also correct odd angles, etc - it is very difficult to photograph work perfectly square at the gallery, plus lighting is tricky so adjusting in Photoshop is a necessity.
- Optimize photos for newspaper print (200dpi, RGB, 6 to 8 inches wide, jpg highest quality)
- Label each image with artist name.
- Assemble info in Word about each chosen artwork - artist name and medium to correspond to saved photo name (editors need to be able to cross-reference and add correct info to each image when published).
- Add extra copy about current exhibition and call for artists
- Send 8 to 10 images to Jeff Gard (JGard@postmedia.com) and Cecilia Nasmith (cna-smith@postmedia.com)
- I use WeTransfer (<https://www.wetransfer.com>) as files are too big to send by email.

Ongoing Engagement - All Members

- send **Webmaster** new images for website
- send **Social Administrator** images new work, information copy on shows or tours at other venues, images of your process and work in progress with copy