

FRAMING YOUR NARRATIVE: STATEMENTS AND MEDIA PITCHING

Develop the confidence and language to share your stories with curators, journalists, and other audiences to communicate your work with clarity and authenticity.

GOAL: Think about how to talk about yourself to different audiences when you might not be there in person.

- Who is viewing/listening?
 - Curators, journalists, grant reviewers, booking agents, jurors etc.
- How are they getting to know you?
 - Artist statements (versus a bio)
 - Electronic Press Kits (not just for musicians!)
 - Media pitches
 - Grant applications
 - Your website and social media

DO YOU KNOW WHO YOU ARE?

Call back to Unique Value Proposition - A clear statement that describes the benefit of your offer, how you solve your customer's needs, and what distinguishes you from the competition.

LANGUAGE: CLARITY AND CONTEXT

What you say and how you say it matters.

- Prepare multiple versions of your statement (long, short, super short).
- Be aware of writing that doesn't sound like you (too academic, uses jargon and phrases you don't use).
- Tailor your proposals, applications, pitches to the opportunity. Show that you understand and stand by your work and how the opportunity fits you, not how you fit the opportunity.
- Not every opportunity is for everyone, not everyone's time is right this minute.
- Tell your story, not your resume.

WORK SAMPLES: WHAT WE SEE, HEAR, EXPERIENCE

Curators, journalists, grant reviewers, etc are often looking at a lot of artists. What are they looking for?

- Consistency: Jurors, curators, booking agents, grant reviewers are looking for consistency in your work - even if you are trying lots of things, it should still look like you created all of it.
- Consider your emotional impact: While curators/jurors are looking at your technical expertise and, depending on the opportunity, technical requirements, they are also looking to be moved.
- Originality: Jurors and curators look at a lot of work all the time and spot trends. Be authentic, not a follower.
- Your images are important. Follow any guidelines offered when applying, proposing, pitching.
- Review your images and recordings. Do they represent your work well?

HOW YOU SHOW UP

Where can you be found when you're not around.

- Have a web presence, a way to find you again and again - website, social media, Artist Directory at IndyArts.org (shameless plug).
- Use dedicated social media as a digital portfolio
- Update regularly, be consistent.
- Keep everything together, don't make people go searching.

PREPARATION

Are you ready to go when the opportunity is right?

- Be prepared for "yes" and "no". Everyone braces themselves for rejection, but are you prepared for a yes?
- Have the requested information, images, recordings, materials ready to go shows you're prepared and professional.
- Think of rejection as "not right now", not failure. Apply, propose, pitch again. Be careful of burning bridges you might want to cross later.
- Ask questions early.
- Seek feedback - from previous applications, pitches, proposals, other artists.
- Talk with each other. Your fellow artists and creatives are your best sounding board.

FRAMING YOUR NARRATIVE: STATEMENTS AND MEDIA PITCHING

PRACTICE

Write a short statement about yourself and your work (take 5 minutes). Pair up with another artist who works in a different discipline or genre and share your statement for quick feedback — does your partner understand your message and your work? What is unclear? Does it lead them to want to know more?

What did you learn? Repeat this activity with your friends and other artists.