

# Recent Media Campaigns

by  
Janice Williams

## 5th Annual Roslindale Open Studios - November 2009

In 2004, my husband and I founded Roslindale Open Studios. This event is held annually and has grown to become a signature, two day event that includes over 90 artists displaying in 44 locations throughout Roslindale. Artists display and sell in local businesses, home studios and group sites. I am the event and marketing coordinator. Here are some of the ways I promote the event:

- Press Releases to local media (newspapers, magazines, radio, TV)
- E-mail newsletters via Constant Contact
- Facebook page updates
- Coordinate advertising design and placement in multiple newspapers
- Coordinate event brochure/flyers and posters
- Event listing in calendars both printed and online
- Pitch and write articles
- Update web site - [www.roslindaleopenstudios.org](http://www.roslindaleopenstudios.org)
- Coordinated production of multiple videos
- Participation in Roslindale Day Parade
- Promotion on It's All About Arts BNN Cable TV program
- Weekly tent at Roslindale Farmers' Market - June through October



### Videos

[www.YouTube.com](http://www.YouTube.com)

search Roslindale Open Studios



ROS Brochure



ROS Advertisement

### PARKWAY TRANSCRIPT

#### Roslindale's Open Studios opens minds to art

By Joe McGonigal - Mon Nov 09, 2009.

Judging from the view of Boston's skyline that Alexander Alvarez has framed for himself in his third-story Metropolitan Avenue apartment in Roslindale, he clearly has a photographer's eye. And judging by the photography he displayed this past weekend at part of Roslindale's fifth annual Open Studios event, Alvarez clearly has an artist's vision to show.

Alvarez never took a class in photography or considered himself an artist. But while working with nonprofit organizations in places such as Northern Thailand, Niger and Malawi, Palestine, Alvarez always brought his trusty Canon PowerShot camera with him.

On one wall of Alvarez's living room turned studio, Tanning rubels on canvas-like beautiful primitive weapons in the Sahara. On another, a hooka-smoking shepherd watches over an empty street in Nablus, Palestine. And on another, a staid beach chair lingers in the surf.

Asked if he ever felt in danger while photographing his subjects, Alvarez smiled. "The key is knowing the right people... especially in a place like the Taliban, which is the epitome of a tense situation."

Alvarez was one of nearly 100 artists involved in this year's Open Studios project, which has grown under the watchful eye of the Roslindale Arts Alliance and its president, Glenn Williams.

"Glenn has been fantastic, and it's been great to get involved in the local community and get to know local artists," said Alvarez.

Scattered across Roslindale on Saturday and Sunday were many artists whose work carried just as much inspiration. Some were grouped together for the sake of visitors and artists alike in Sacred Heart School, the Longfellow House and the Roslindale House. But others, like Alvarez, invited perfect strangers into their homes to view their life work or hobbies in various media.

Over at Roslindale House, Susan Larkin displayed her most recent work — watercolors that mixed family and reality and word and artwork inspired by Roslindale's streets and neighborhoods. "It's been expanding from collage and painting into more sculptures," she said. "The diversity



Weekend local art photos by Kate Fuchs Osen Kitzpatrick, 5, of Roslindale, looks at the artwork, including paintings by Bill Clinton, in the Sacred Heart School during Roslindale's Open Studios, Nov. 8, 2009.

here definitely inspires me to be an artist here."

Nearly Don Ward's stunning photography celebrated Roslindale's landmark vicarage, Tom Kamp's watercolors reflected the beauty of New England, and his sonnets echoed his quiet, elegant poetry, history and landscape into intricately crafted creations.

"I love this show," said Sotomayor, who began painting 20 years ago with a group of friends, but who returned first to her own when, in her own words, "I had always having to make the corners meet."

Glenn Williams has watched Roslindale's Open Studios grow year after year.

This year, the Boston Public Quartet joined Williams and the artists for a Friday evening reception to kick off the weekend at Longfellow House. The addition of Sacred Heart School as a display space brought 23 new artists into the project. Williams also had the support of Mayor Thomas Menino and Cardinal Sean O'Malley as well as local politicians who came out to support the event.

"It's been a great show," said Williams, who also thanked Janice Williams, Bob Ward and Carolyn Thall for coordinating publicity efforts and artist recruitment for the event.

"Everyone came together to make it great."



Article I wrote and published

Article pitched and published

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## “Seniors in Art” May 2010

“Seniors in Art” is a multi medium traveling art exhibit that I created to help celebrate Older Americans Month. The project was done in collaboration with Ethos and its annual Senior Palooza events for seniors. The project included:

- Call to artists via a press release to local media and e-mail newsletters using Constant Contact
- Selection of art work and coordination with artists
- Creation of web pages with photos on Roslindale Arts Alliance web site - [www.roslindalearts.org](http://www.roslindalearts.org)
- Creation of booklet about artists and the stories behind the art
- Creation of a slide show of photos taken of seniors in the Ethos Lunch Cafes (over 350 photos of seniors)
- Hanging of art work at the West Roxbury Library
- Creation of event on Facebook
- Pitching story idea to the local newspaper “The Parkway Transcript” leading to a published article in print and online
- Holding an art reception with artists that was open to the public
- Coordination of additional venues for showing exhibit throughout the coming year



Event Booklet



Press Release/E-Mail Newsletter



Pitched and Published Article