

## COHORT 2 APPLICATION (2018-20)

This two-year capacity-building initiative, funded by the Pennsylvania Council on the Arts, supports, strengthens and advances the arts marketing and audience engagement skills of arts and cultural professionals.

To qualify for this opportunity, you must be an arts and culture professional who:

1. Resides in the commonwealth of Pennsylvania and/or;
2. Is employed or actively engaged (i.e. board or volunteer) by an arts and culture organization located in the commonwealth of Pennsylvania.

Two staff members from each applying organization must commit to the full scope of Cohort 2 training activities (2018-20), if accepted. Each two-person team should include a representative from the following categories:

- One person who is responsible for marketing, communications, audience engagement, or equivalent.
- One person who has an oversight position, such as a CEO, president, executive director, artistic director, vice president, board member, or equivalent (in short, a decision-maker)

# PART I. PARTICIPANT INFORMATION

Each team member must provide the following information:

## [Team Member #1](#)

**First Name \***

**Last Name \***

**Email Address \***

**Address 1 \***

**Address 2**

**PA City/Township/Borough \***

**Zip/Postal Code \***

**Phone \***

**Date of Birth \***

**Gender**

**Please indicate your preferred gender pronoun**

(examples: he, she, they)

**Ethnicity/Tribal Affiliation**

**Team member #1's current title, position or relationship to the organization\***

**Briefly describe your primary duties/responsibilities. \***

**How long have you been affiliated with the organization?\***

**Biography \***

Maximum: 100 words. If selected as a cohort member, this biography may be used in public materials about the program.

**Photo**

Please upload a .jpeg or .pdf photo. If selected as a cohort member, this biography may be used in public materials about the program. Maximum file size: 8MB.

[Team Member #2](#)

**First Name \***

**Last Name \***

**Email Address \***

**Address 1 \***

**Address 2**

**PA City/Township/Borough \***

**Zip/Postal Code \***

**Phone \***

**Date of Birth \***

**Gender**

**Please indicate your preferred gender pronoun**

(examples: he, she, they)

**Ethnicity/Tribal Affiliation**

**Team member #1's current title, position or relationship to the organization\***

**Briefly describe your primary duties/responsibilities. \***

**How long have you been affiliated with the organization?\***

**Biography \***

Maximum: 100 words. If selected as a cohort member, this biography may be used in public materials about the program.

### **Photo**

Please upload a .jpeg or .pdf photo. If selected as a cohort member, this biography may be used in public materials about the program. Maximum file size: 8MB.

## PART II - TEAM INFORMATION

Each team should fill this out together.

Name of organization \*

Organization mailing address \*

Organization website \*

Name of organization's executive director \*

Year organization was founded \*

**How did the organization emerge? For instance, was it a community effort or a single founder or by some other means? Address in brief to the best of your understanding. \***

**If there are other organizational affiliations you would like to note, please list those organizations here. \***

**How did you learn about the Initiative? \***

- Select -



Which best describes the artistic genre with which your organization is affiliated? Check all that apply. \*

- Arts Education
- Dance
- Film/Video
- Literary Arts
- Multidisciplinary Arts
- Music
- New Media
- Performance Art
- Radio
- Theater
- Traditional/ Folk Arts
- Visual Arts
- Other (you will have an opportunity to describe in your narrative response)
- Not applicable

## PART III - TEAM NARRATIVE OR VIDEO ESSAY

As a team, respond to the following questions in either narrative form in the box below OR in video format (10-minute maximum) by uploading one link below (YouTube or Vimeo).

Choose only one of these formats, not both.

Will you be submitting a narrative or video essay? \*

**PLEASE CLICK BELOW TO FILL OUT THE REQUIRED INFORMATION ON THE TYPE OF ESSAY THAT YOU'LL BE SUBMITTING.**

### [Video Essay](#)

Video Essay

Please upload a link to a YouTube or Vimeo file. The total file length should be no more than 10 minutes. Submit your essay in only one format, either the narrative above or a link for video here.

### [Narrative Essay](#)

**Why do you want to be a selected to participate in this initiative? In other words, why is this important to you and your organization?**

100 word maximum

**Describe the mission and work of your organization.**

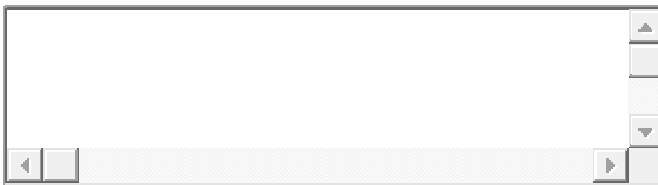
75 words maximum

**Describe the demographics of the community in which you live and practice and how your work impacts your community.**



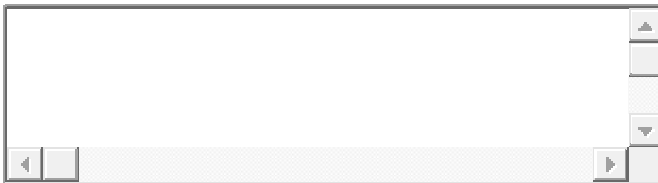
200 words maximum.

**Describe your target audience. Why is this your target audience?**



50 words maximum.

**Describe one challenge that you face when marketing your artistic product(s).**



50 words maximum.

**What programs and services do you currently offer to your audiences?**



75 words maximum.



**Who in your community is NOT being served by your organization? Why?**



75 words maximum.

**Are there secondary audiences that your organization seeks to engage within the next 2 years? Who are they, and why?**



75 words maximum.

**Name at least one barrier that is currently keeping you from engaging with this secondary audience.**



50 words maximum.

**We would like to understand whether or not you collect audience data. If so, what is your method? How do you leverage this data (i.e. to better understand audience behavior, drive marketing efforts, etc.)?**



50 words maximum.

**If you were accepted into the program, describe the desired state of your team's marketing and audience engagement efficacy following the conclusion of this two-year initiative.**



150 words maximum.

**Where do you see your organization in five years?**



200 words maximum.