

Dear Coordinator:

November 2011

Thank you for your help in making this Wisconsin Regional Art Program workshop a reality. In 2012 the State Exhibit Conference Day will be September 23. A SUNDAY for the first time! Evening with the Arts Reception will be SATURDAY, September 22.

Artwork will be due August 3 & 4, 2012. Detailed letters will be sent out in early June.

Two changes: Anyone 14 years and older can enter.

NO Giclées – or reproductions of work in other media

Digital photographs and art made on a computer are still ok.

I've enclosed the following to help you organize the workshop. It is also online with fillable award cards, posters and report forms. See link on <http://www.dcs.wisc.edu/lisa/art/wrap/#coordinators>

Coordinator and Sponsoring Group Checklist

Which lists the preparations for the workshop chronologically.
(Includes hints and tips from WRAP coordinators.)

Artist Information

Give it to the artist you select for the demonstration/lecture.

Juror Information

Give it to the juror who will select the State Exhibit and Honorable Mention winners and include the article "The Best Criticism I Ever Received."

Press Releases Fill out and send to newspapers

1. To announce call for artists and due dates.
2. To announce State Exhibit and Honorable Mention winners.

Public Service Announcement Fill out and send to radio and TV stations.

Workshop Report Form Send it to us AFTER your workshop has been held.

Workshop Schedule Form to schedule your future workshop.

10 WRAP Registration Forms

Give to interested persons, mail out or leave in public places.
Duplicate or ask for more if needed.

WRAA Information and Membership Forms

These will be sent to you by Cheryl Breunig, 608/643-2016, cherylbr3@gmail.com

10 Posters to announce the workshop

The Award Cards and Posters can be filled out online and printed.

17 State Exhibit Award Cards

To be placed by selected artworks after judging. (Enough for 50 artists exhibiting.) Please return any extras or let us know if you need more.

17 Honorable Mention Award Cards

To be placed by selected artworks after judging. (Enough for 50 artists exhibiting.) Please return any extras.

I have a list of previous WRAP artists and jurors, which I can send you to help with the Artist and Juror selection. Also, the Wisconsin Regional Artists Association can help you with any questions. Contact:

Sherry Ackerman

WRAP representative
1205 N Parkview St
Cottage Grove, WI 53527

608 /839--5495

sherrycackerman@verizon.net

NOTE CHANGE: Now anyone 14 and older can enter.

You might want to invite local high school and college students.

NON-PROFESSIONAL is self-determined. So anyone who chooses to call themselves a non-professional can enter. For WRAP purposes we define non-professional as an artist who makes art but not as their major source of income or support.

Artists can enter as many WRAP workshops as they like. They can enter the same artworks in more than one show. They will get different comments from different judges. If they are selected for more than one State Exhibit, only one artwork can be sent to the State Exhibit.

Please call, e-mail or write if you have any questions. Thank you again for making the workshops possible. I hope it's an enjoyable experience for you.

Sincerely,

Leslee Nelson,
Director
Wisconsin Regional Art Program
Division of Continuing Studies
University of Wisconsin-Madison
21 N. Park St., Room 7356
Madison, WI 53715-1218

Phone: 608/263-7814
E-mail: lnelson@dcs.wisc.edu
Fax: 608/265-4555

www.dcs.wisc.edu/lra/art/wrap
www.wraawrap.com

WISCONSIN REGIONAL ART PROGRAM WORKSHOP

COORDINATOR and SPONSORING GROUP

CHECKLIST

You might want to add the names of the people doing each task on the line AND the date it needs to be done.

ONE YEAR TO SIX MONTHS AHEAD:

_____ Select place and dates for exhibit and workshop.

_____ Send SCHEDULING FORM to Leslee Nelson by:

_____ **January 5** to be in the **SPRING** *Contour Notes*

_____ **April 5** to be in the **SUMMER** *Contour Notes*

_____ **July 5** to be in the **FALL** *Contour Notes*

If you miss these deadlines, you may e-mail the information to Leslee Nelson at: lnelson@dcs.wisc.edu and

Cheryl Breunig, Editor of *Contour Notes* at: cherylbr3@gmail.com

OR call Leslee at 608/263-7814.

_____ Set up committee and divide these tasks among them.

3-4 MONTHS BEFORE WORKSHOP:

_____ Select professional artist for lecture or demonstration for the morning of workshop day. Give them **ARTIST INFORMATION Sheet** before workshop.
(The pay is \$100 if you have at least ten artists exhibiting.)

_____ Select juror to choose State Exhibit and Honorable Mention winners and lead critique/discussion in the afternoon. Give them **JUROR INFORMATION Sheet** and article on criticism before workshop.
(The pay is \$100 if you have at least ten artists exhibiting.)

_____ Artist and juror may be the same person or two different people. You can pay a TOTAL of \$200 for the artist and juror services. If it is two people, the workshop coordinator decides how to divide it. A list of previous WRAP artists (& evaluations) is available from Lori or Leslee. Just ask.

_____ Develop local publicity plan.
How can you let people know how to enter the exhibit?

Gather names and addresses of contacts from area newspapers, radio stations and TV channels. E-mail works well.

Contact them and invite them to interview you, photograph the exhibit and/or attend the workshop. Send them photos of the exhibit.

_____ Contact other artists you know. Tell and e-mail everyone about the exhibit.

_____ Rewrite Press Releases (PR) and Public Service Announcements (PSA) with your specific information. Emphasize the guest artist and the title/subject of their talk.

ONE MONTH BEFORE ENTRY FORMS ARE DUE:

- _____ Send press release (PR) and public service announcement (PSA) to newspapers, radio and TV stations. Email works well.
- _____ Hang posters where people will see them: stores, libraries, community centers, schools, etc.

TWO WEEKS BEFORE ENTRY BLANKS ARE DUE :

- _____ If you haven't seen your Press Release in the newspaper, call or email to ask when they'll be putting it in.

ENTRY FORM DUE DAY:

- _____ Entry forms usually are due one week before the artwork is due. Use the entry forms to prepare name and title cards early.

Many people are not sending the entry forms in on time. They were intended to help new workshops know ahead of time if they had enough artists to support the workshop. Some will be late.

If your workshop is well established, this is not a concern for you. As coordinator you decide whether or not to cancel the workshop if you don't have enough artists sending in their entry forms.

You can certainly accept artwork on the day the artwork is due even if the entry forms weren't mailed in the week before.

ARTWORK DUE DAY :

- _____ On the day the artwork is due, one or more people will need to be there to accept the art. If they weren't mailed the week before collect the entry forms and \$20 fees (made payable to your sponsoring group)
- _____ Make the title cards to hang next to each artwork.

3" x 5" handwritten cards or
computer printed business cards – Avery is a common brand
on each title card put:
 artist name
 title
 media
 town (where the artist is from)

HANG EXHIBIT

- _____ Be sure to have several people to help hang the exhibit.
- _____ Put title cards next to each artwork. ("poster putty" doesn't hurt walls)
- _____ Optional: Some workshops make a program listing all of the artist's names and artwork titles to hand out. Leslee Nelson can send examples of these at your request.

BEFORE WORKSHOP:

_____ **Judging.** FOR THE JUROR PREPARE A LIST WITH:

Artists' names in alphabetical order
Titles and media of each of their artworks
At the bottom put the total number of artists entered
and maximums that can be selected for State Exhibit and
Honorable Mention

Maximum **STATE EXHIBIT** winners - **1/3 of total ARTISTS**

Divide number of artists by 3.

For example: for 6 artists, up to 2 artists could be selected

Maximum **HONORABLE MENTION** winners - **1/3 of total ARTISTS**

Same number as the State Exhibit

Round up if you have a number that doesn't divide by 3

6 artists = 2 State Exhibit and 2 Honorable Mention awards
7 or 8 artists = 2 or 3 State Exhibit and 2 or 3 Honorable Mention winners
9 artists = 3 State Exhibit and 3 Honorable Mention winners

Juror marks SE or HM by each winning work's title on juror's list. (See example)

EXAMPLE OF JUROR'S LIST - Shows how Juror can mark winners

1. Ivan Artisto
Flowers in Spring - bronze – **HM**

2. Cathy Christo
Running Fence – fabric
Surrounded Islands - fabric

3. Joan Michelangelo
Sistine Chapel - oil - **SE**
David - marble

4. Patty Picasso
Woman's Head - ceramic

5. Roger Van Gogh
The Starry Night - oil - **SE**

6. Sam Whistler
Mother - oil - **HM**
Dad - watercolor
Grandpa – wood

Total Artists 6 **SE** 2 maximum, **HM** 2 maximum

_____ Sponsoring Group Committee fills out & attaches SE or HM award card
to winning work's identification label. (OR you can withhold posting the
award cards until the workshop day if you want the surprise factor.
These are now online to fill in and print your own.

WORKSHOP DAY:

8:45 A.M.

- _____ One person to help artist set up demonstration table and/or computer or slide projector
- _____ One or two people to -
 - Register guests \$5.00 each – cash or checks made out to sponsoring group – (sponsor keeps the fee)
 - Answer questions, give directions.
 - A small cash box, pens, paper & list of artists registered are useful to have on hand.
- _____ If there is a WRAA representative in your area who will be there - provide an information table and chair and a few minutes to talk about WRAA during the program.
- _____ Optional: Coffee and donuts or other treats can be provided or sold by the sponsoring group. Tea and hot water are nice.

10:00 a.m.

- _____ One person (usually coordinator), or whoever is most comfortable speaking to groups will:
 1. Welcome artists and guests to workshop –
Congratulate Artists for exhibiting
 2. Recognize sponsoring group
 3. Thank workshop committee
 4. Introduce WRAA Representative for a few comments (if there is one)
 5. Introduce juror
 6. Introduce artist

10:15 a.m.

- _____ Artist demonstration or lecture. Be sure to have some question and answer time.

Noon

- _____ Lunch Break (Coordinator may suggest a few close-by restaurants)
OR Some groups have a pot luck.

1:30 p.m.

- _____ One person (usually Coordinator) introduces juror
- _____ Juror reads names and titles of State Exhibit and Honorable Mention winners
- _____ Juror (and possibly artist) lead discussion/critique of artworks' strengths and areas needing improvement. Begin with State Exhibit, then Honorable Mention winners and if there's enough time, any requested by audience.

Some groups reverse this. They DON'T announce the winners first.

But have the juror critique one piece from each artist first and THEN announce the Honorable Mentions, and last, the State Exhibit winners.

It provides drama and keeps everyone there until the end.

For the Critique --

Artworks may be brought to the front of the room during the lunch break,
OR, each artist can bring their own artwork to the front of the room,
OR, the group can walk around the exhibit while it is still on the wall.

3:30 p.m.

_____ One person (usually Coordinator) makes closing remarks including:

1. Invite everyone to the State Exhibit Conference Day to be held on SUNDAY, September 23, 2012.
2. Announce that each State Exhibit winner will be notified in June about bringing work to Madison on August 3 or 4, 2012 for the State Exhibit.
Suggest that State Exhibit winners trade phone numbers or e-mails to help each other bring their art to and from Madison.
3. Congratulate all participants.
4. Thank guest artist and juror.
5. Thank sponsoring group, workshop committee, and the exhibit site you're using.
6. Invite participants to make suggestions for improving the workshop.
Ask for volunteers for next year's workshop and collect their names and phone numbers.
7. Remind everyone to take ALL their artworks home with them.

_____ Clean up committee returns space to how you found it.

AFTER WORKSHOP

_____ Fill out Workshop Report Form *completely*.

_____ Pay guest artist (\$100)

_____ Pay juror (\$100)

_____ **SEND TO LESLEE NELSON.** The information can be sent by e-mail, FAX, CD or paper:

1. Workshop Report Form
2. List of all exhibiting artists (name and complete address and e-mails)
3. List of Honorable mention winners (name, title, media)
4. List of State Exhibit winners
(name, phone, e-mail & complete address including zip code, title, media)
5. Check payable to UW – Madison

Here is how to calculate the amount of the check to UW-Madison.

Take the total number of artists **then** subtract 10.

Multiply that number by \$15 to equal the dollars to send to Madison.

(total artists minus 10) times \$15 = check amount to UW-MADISON

for example: 20 artists - 10 = 10 X \$15 = \$150 to UW-Madison

From the first 10 artist/participants' \$20 entry fees

Pay \$100 for Juror and \$100 for the Guest Artist
(or \$200 total divided as the coordinator chooses)

AFTER the first 10 entrants ----- from the \$20 entry fee

you send UW-MADISON \$15 for each artist
(you keep \$5.00 per artist for your sponsoring group)

For each workshop guest -

(keep \$5.00 per person fee for sponsoring group)

SEND TO CONTOUR NOTES EDITOR:

The information can be sent by e-mail, CD or paper to:

Cheryl Breunig
E10699 Keitel Road
Prairie du Sac, WI 53578
E-mail: cherylbr3@gmail.com

1. A short descriptive summary of workshop.

Include:

Guest Artist's name
Guest Artist's demonstration/lecture topic
Juror's name
Audience reaction

2. List of State Exhibit winners (name, city, title, media)

3. List of Honorable Mention winners (name, city, title, media)

4. OPTIONAL: Photo to go in *Contour Notes* (could be digital or print)

There is a release form on the website to fill out and send in.

Send Press Release to local paper announcing SE & HM winners names.

CONGRATULATE YOURSELF AND YOUR COMMITTEE FOR PROVIDING THIS OPPORTUNITY TO YOUR LOCAL ARTISTS.

Celebrate !

WISCONSIN REGIONAL ART PROGRAM WORKSHOP

ARTIST INFORMATION

The Wisconsin Regional Art Program began in 1940 to recognize and encourage non-professional artists. There are three aspects to the program:

1. 20-25 non-competitive exhibits held throughout Wisconsin.
2. An Educational Workshop on the last day of the exhibit. The morning has a demonstration and/or art lecture by a professional artist. The afternoon has a discussion/critique of the artworks in the exhibit led by the juror.
3. The juror selects meritorious works for a State Exhibit in August and September in Madison and also Honorable Mention awards.

ARTIST'S PRESENTATION

_____ Select topic of interest to the group – Discuss with Coordinator(s)

_____ Use demonstration, slides, digital images (ask if this equipment is available) or actual artworks to illustrate talk

_____ You'll have one and a half hours –
10:15 - 11:50 am Saturday morning

_____ Plan for a question/answer period in that time

_____ OPTIONAL - Assist the Juror in the afternoon's discussion of the artworks' merit.
Discuss this possibility with the workshop coordinator(s) first.

THE RULES

- The artwork entered must be ORIGINAL in concept and design.
- It must have been done by the person signing it.
- Copies of published or copyrighted photos or patterns cannot get awards.
- Copies of photographs made with the photographer's permission are OK.
- Giclées or reproduced images of other media are not allowed.
- Digital Photographs or art made on a computer are OK.
- No commercially packaged kits are acceptable.
- Paintings made as copies during a teacher's demonstration are **NOT** eligible.
- Work must have been completed within the last **two years**.
- Artworks must be suitable for viewing by all ages in a public space.
- Artists are aged 14 and older.

Each artist may enter a total of three artworks in any media or mixed media:

Painting:	Oil, Acrylic, Watercolor
Graphics:	Drawing, Prints, Pastel, Collage
Sculpture:	Any Material, Mixed-Media
Crafts:	Clay, Wood, Metal, Fiber, Paper, Other
Photography:	Black and White, Color
Digital:	Prints or photographs But NOT reproductions of paintings or drawings - Giclées

This list is meant to suggest all forms of creative art are acceptable --not to make limiting categories

The program is open to non-professional
artists and crafts persons.

Non-professional means an artist who makes art
but not as their major source of income.

There's more information and previous years winning artworks on the
Wisconsin Regional Art Program web page

<http://www.dcs.wisc.edu/lisa/art/wrap>

Thank you so much for sharing your art with these very interested artists.

WISCONSIN REGIONAL ART PROGRAM WORKSHOP

JUROR INFORMATION

Thank you for agreeing to be the Juror for the Wisconsin Regional Art Program (WRAP) Exhibit.

Here's some information about judging the exhibit, including a description of WRAP and the guidelines for judging.

The main thing to remember is that these are non-professional artists trying to improve their artwork. I like to encourage as much dialogue/discussion as possible in the critiques in order to encourage their critical abilities. They particularly want to know why the State Exhibit works were selected, why the Honorable Mentions weren't chosen for State Exhibit and if their works weren't either, what can they do to improve them. I usually use a problem-solving approach to find multiple possibilities to improve their work.

Do what works best and feels most natural for you.

Let me know if you have any questions.

There's more information on the WRAP web page: <http://www.dcs.wisc.edu/lsa/art/wrap>

They are eager to learn, it's always been a positive experience when I've done it.

Enjoy!

Leslee Nelson
Professor of Visual Art
608/263-7814
lnelson@dcs.wisc.edu

WRAP

The Wisconsin Regional Art Program began in 1940 to recognize and encourage non-professional artists. There are three aspects to the program:

1. 20-25 non-competitive exhibits held throughout Wisconsin.
2. An Educational Workshop on the last day of the exhibit.
The morning has a demonstration and/or art lecture by a professional artist.
The afternoon has a discussion/critique of the artworks in the exhibit led by the Juror.
3. Meritorious works are selected
-- for a State Exhibit in August and September in Madison
(where they are eligible for cash awards) and Honorable Mention awards.

THE RULES

- The artwork entered must be ORIGINAL in concept and design.
- It must have been done by the person signing it.

- Copies of published or copyrighted photos or patterns cannot get awards.
- Copies of photographs made with the photographer's permission are OK.
- Giclées or reproduced images of other media are not allowed.
- Digital photographs or art made on a computer are OK.
- No commercially packaged kits are acceptable.
- Paintings made as copies during a teacher's demonstration are **NOT** eligible.
- Work must have been completed within the last **two years**.
- Artworks must be suitable for viewing by all ages in a public space.
- Artists are aged 14 and older.

DO NOT GIVE STATE EXHIBIT OR HONORABLE MENTION AWARDS TO ARTWORKS THAT BREAK THESE RULES.

Each artist may enter a total of three works in any media or mixed media:

Paintings:	Oil, Acrylic, Watercolor
Graphics:	Drawing, Prints, Pastel, Collage
Sculpture:	Any Material, Mixed-Media
Crafts:	Clay, Wool, Metal, Fiber, Paper, Other
Photography:	Black and White, Color
Digital:	Prints or photographs But NOT reproductions of paintings or drawings - no Giclées

This list is meant to suggest all forms of creative art are acceptable -- not to make limiting categories.

The program is open to non-professional artists and crafts-persons age 14 and over.

**NON-PROFESSIONAL MEANS AN ARTIST WHO MAKES ART
BUT NOT AS THEIR MAJOR SOURCE OF INCOME.**

JUROR - BEFORE THE WORKSHOP DAY:

REVIEW EXHIBIT:

Each artist is eligible for only **ONE AWARD**, State Exhibit **OR** Honorable Mention award.

Select only ONE WORK from the three entries of each artist for the award.

Select STATE EXHIBIT award winners

(Works eligible for State Exhibit in Madison the next August and September)

Choose up to one third (33% of the total ARTISTS entered -- not total artworks)
Round up if not divided evenly by 3.

Criteria: Excellence in:
Originality, expression, content, composition, design, color, technique

Select HONORABLE MENTION award winners for works of high merit.

Choose up to one third (33% of the total ARTISTS entered -- not total artworks)
Round up if not divided evenly by 3.

Criteria: Meritorious work that needs improvement in one or more aspects.
Originality, expression, content, composition, design, color, technique

6 artists = 2 State Exhibit and 2 Honorable Mention awards
7 or 8 artists = 2 or 3 State Exhibit and 2 or 3 Honorable Mention winners
9 artists = 3 State Exhibit and 3 Honorable Mention winners

ON THE WORKSHOP DAY:

At 1:00 pm or 1:30 pm the juror(s) announces the award winners' names.

After the winners are announced, the juror(s) discuss why those works were selected.
Point out particular strengths and areas needing improvement.
If possible, involve the audience in this discussion.

The artworks may be brought to the front of the room by the artists
or the sponsoring committee for the discussion.
Often a table or an easel is helpful. **OR**
You might walk around the exhibit with the group following you.

Some groups reverse this; they DON'T announce the winners first.
But have the juror critique one piece from each artist first, then announce the
Honorable Mentions, and last the State Exhibit winners.
It provides drama and keeps everyone there until the end.

DISCUSS HOW TO DO THIS WITH THE COORDINATOR BEFORE THE WORKSHOP

Thank you and have fun!

WISCONSIN REGIONAL ART PROGRAM WORKSHOP

WORKSHOP REPORT FORM

Workshop City

Date of WRAP Workshop

Workshop Coordinator

Workshop Coordinator phone #

Name of sponsoring art group

Workshop Coordinator e-mail

After your workshop send this to

Leslee Nelson, Director
Wisconsin Regional Art Program
University of Wisconsin-Madison
21 N. Park St., Rm 7356
Madison, WI 53715-1218

E-mail: lnelson@dcs.wisc.edu

Exhibiting Artists

Total # _____

Artist Payment

Amount \$ _____

Juror Payment

Amount \$ _____

Amount sent to WRAP
(check payable to UW-Madison)
(\$15 per exhibiting artist-
from artist #11 up to your total number of artists)

Amount \$ _____

Amount that went to sponsoring art group
(\$5 per artist from #11 up to total)

Amount \$ _____

OVER

Guest Artist Name: _____

Address: _____

Town, state, zip: _____

Phone: _____ E-mail: _____

Workshop Topic: _____

Your evaluation comments:

Juror Name: _____

Address: _____

Town, state, zip: _____

Phone: _____ E-mail: _____

Your evaluation comments:

BE SURE TO SEND: (By paper, FAX, email or CD)

- All exhibiting artists:
Name and complete address including zip code
(add phone number and e-mail if available)
- State Exhibit winners:
Name (in alphabetical order)
Complete address (including zip code e-mail, and phone number)
Title
Media
- Honorable Mention winners:
Name (in alphabetical order)
Title
Media
- Check payable to UW-Madison

**THANK YOU FOR YOUR PARTICIPATION
AND SUPPORT OF WRAP!**

PRESS RELEASE

Call for Artists

Contact: _____
(Coordinator's Name) (Coordinator's telephone and/or e-mail)

Use by: _____
(Workshop Date)

The Wisconsin Regional Art Program will hold an un-juried exhibit at

_____, from _____
(place and address) (start date)

through _____. A lecture/demonstration by _____ on
(ending date) (artist name)

_____ will highlight the workshop on _____.
(workshop subject) (date)

(Add more information in sentences about artist and juror)

This exhibit is sponsored by _____ and the
(sponsoring group)

University of Wisconsin-Madison, Continuing Studies.

Artists are invited to participate in the exhibits and workshops held in each region of Wisconsin.

Artwork will be accepted from _____ to _____ on _____.
(start time) (ending time) (date)

The entry form is due _____.
(entry form due date)

For an entry form or more information call: _____
(coordinator's name)

() _____ - _____ and/or E-mail _____
(coordinator's telephone) (coordinator's e-mail)

This exhibit is open to all non-professional artists 14 years and older. Work must be original, no molds or patterns from another artist may be used. All media are accepted; oil, acrylic, watercolor, photography, sculpture, fabric, metal, glass, wood, digital, etc. Artwork will be selected for an exhibit on display at the University of Wisconsin-Madison next August and September. Additional awards will be given at that time. Entry fee to exhibit artwork and attend the workshop is \$20. The public is invited to attend the workshop for a fee of \$5. Please see <http://www.dcs.wisc.edu/lisa/art/wrap>.

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WISCONSIN REGIONAL ART PROGRAM WORKSHOP

PUBLIC SERVICE ANNOUNCEMENT

Contact: _____
(Coordinator's Name) (Coordinator's telephone and/or e-mail)

The Wisconsin Regional Art Program will hold an un-juried exhibit at
_____, from _____
(place and address) (start date)
through _____.
(end date)

This exhibit is sponsored by _____ and the
(sponsoring group)
University of Wisconsin-Madison, Continuing Studies.

Local artists are invited to participate in the exhibits and workshop.

Artwork will be accepted on _____. The workshop will be on _____
(date) (date)

_____ is the guest artist speaking about _____
(guest artist's name) (workshop topic)

_____ will select works to go to the state exhibit in Madison.
(juror's name)

For an entry form or more information call: _____
(coordinator's name)

() _____ - _____ and/or E-mail _____
(coordinator's telephone) (coordinator's e-mail)

This exhibit is open to all non-professional artists 14 years and older. Work must be original. All media are accepted; oil, acrylic, watercolor, photography, sculpture, fabric, metal, glass, wood, digital, etc.

The winning artwork will be on display at the University of Wisconsin-Madison next August and September.

Entry fee to exhibit artwork and attend the workshop is \$20. The public is invited to attend the workshop for a fee of \$5. Please see <http://www.dcs.wisc.edu/lisa/art/wrap>.

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WISCONSIN REGIONAL ART PROGRAM WORKSHOP

PRESS RELEASE
Winner Announcement

Contact: _____
(Coordinator's Name)

(Coordinator's telephone and/or e-mail)

FOR IMMEDIATE RELEASE

_____ and _____
(Coordinator's Name) (sponsoring group)

proudly announce the winners of the Wisconsin Regional Art Program Exhibit.

On _____, _____
(workshop date) (Juror's Name)

selected the following artists as State Exhibit Winners:

(List State Exhibit winners' names, titles of artworks, media and town)

These outstanding artworks will be shown at the University of Wisconsin-Madison in August and September.

The following artists were selected for Honorable Mention awards for excellent artworks:

(List Honorable Mention winners' names, artwork titles, media and town)

_____ began the workshop with _____.
(guest artist's name) (title of talk or demonstration)

The Wisconsin Regional Art Program began in 1940 to encourage non-professional artists throughout Wisconsin. There are 25 exhibits each year, cosponsored by the University of Wisconsin-Madison. For more information see <http://www.dcs.wisc.edu/lisa/art/wrap>.

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WISCONSIN REGIONAL ART PROGRAM WORKSHOP

FINAL CHECKLIST
Completed Workshop Information

This is the final checklist for sending in your completed workshop information to Leslee Nelson at the University of Wisconsin-Madison

Please double-check that you are including the following information:

You may send this information as an e-mail attachment. Note what program your attachment is. We prefer Microsoft Word or an ASCII text file. You may also send it on paper, FAX, or CD.

_____ **Workshop Report Form**

_____ **All Exhibiting Artists:**

Name and complete address & email if possible

_____ **State Exhibit Winners:**

Name (in alphabetical order)

Complete address (including zip codes)

Title

Media

Phone and e-mail if available

_____ **Honorable Mention Winners:**

Name (in alphabetical order)

Title

Media

_____ **Check Payable to UW-Madison**

Thank you!

If you have any questions, please contact
Lori O'Neill at 608/263-6322 or loneill@dcs.wisc.edu
Leslee Nelson at 608/263-7814 or lnelson@dsc.wisc.edu

Mail to:

LESLEE NELSON
Director
Wisconsin Regional Art Program
University of Wisconsin-Madison
21 North Park St, Room 7356
Madison, WI 53715-1218

HINTS & TIPS from Coordinators

Lois Mueller, Platteville

Since we have only had one workshop, I found that talking with Leslee & Dr. Chang (WRAP Representative) was the best thing for me to do to make our program run smoothly -- *and thank you very much.*

Dorothy Bausch, Fennimore

Double check all the arrangements made about two weeks before the workshop. Call guest artist and judge to find out if they have any questions, and to ease your mind about them showing up.

Beverly Fraker, Waukesha

Designate four people on the artwork due date to help check in artwork, two to do bookwork signing in and two to check correct framing and date on artwork. Plan ahead and keep a record of dates and phone contacts for reference to train new WRAP show coordinators. Lists of who allowed publicity posters from previous year saves time and no aggravation to those who refuse posting flyers the year before.

Deborah Blackwell, Elkhorn

A computer! As entries come in enter all the information then when the date arrives the work is done. Title cards can be entered into a business card format as entries arrive. A complete list of entries is ready for the judge. Reprint same list for sending to Lori. A computer has been my best friend.

Marabeth Esperes, Wautoma

Because our workshop is somewhat far away from our town's eating places we decided to serve free lunch to those who participated in our workshop. Thus enabling the judge to have more time to critique all the paintings, etc. The out of town artists greatly appreciated this and were quite surprised we did this. Our club furnished it all by members bringing dishes to pass and the club only had to pay for coffee and juices. Also this was a good way to visit with out-of-town artists.

(NOTE: You can charge a fee for this lunch if you want.)

Karen Moritz, Rhinelander

Plan ahead. Involve as many club members as possible. Send entry forms to a large number of people. We are fortunate to have Nicolet College assist us with mailings and address labels.

Ruth Paynter-Byerley, Madison

We do a mailing to area WRAA members prior to the show (entry form & info) and have found it very effective. Also we send notices to all area newspapers (within approximately 50 miles of Madison.)

(Bev Balakhovsky can send addresses or e-mail of WRAA members)

Lori Grinnell, Monroe

Coordinators - give yourself enough time to get the show hung, title cards made etc. Two weeks between the time entry forms are due to the time the pieces are dropped off is helpful. I've created a voting form for the viewers to select their favorites in several categories. We used it at our workshop to celebrate our 15th year as a host of WRAP. The artists had a lot of fun with this and took it seriously. Quite a few of them made the comment how they really appreciate what the juror has to go through for the judging of the WRAP exhibit. I then created some neat-looking certificates with each of the category titles, winner's name etc. and handed them out at the end of the workshop day. Everyone seemed to enjoy it - just a little something different.

Lori O'Neill, WRAP Program, UW-Madison

She requests that coordinators double-check the accuracy of the artist names/addresses/artwork titles/media before submitting them to UW-Madison. There is no way she can know if they are incorrect.