

## STRATEGY: HISTORY CHANNEL

### Revisit *Past/Existing* Contacts



- Collaborators or clients
- Colleagues or subscribers
- Family or friends

# STARTER PACK

## *LinkedIn Profile* recipe



- Real, professional **profile picture** (headshot preferred)
- Enable the **open to work** feature
- Thoughtful **headline** in alignment with desired role, core competencies, and your value proposition
- **About** section with brief, engaging story of who you are, what you do, and why
- **Experience**, centered around your impact using metrics or accomplishments
- **Skills** can feature up to 50, so choose wisely based on outcomes you seek
- **Additional sections** based on your norms, focus, and instincts
- **Add everyone you know** well enough for them to vouch for you
- **Update your content** regularly
- Consider following **companies, schools, causes, or authors** of interest (let their algorithm work for you!)

## STRATEGY: CONQUER JEOPARDY

### Know Your *References*



- Who knows best?
- Portals, phone, or letters
- Thanks, return favors,  
and ample notice

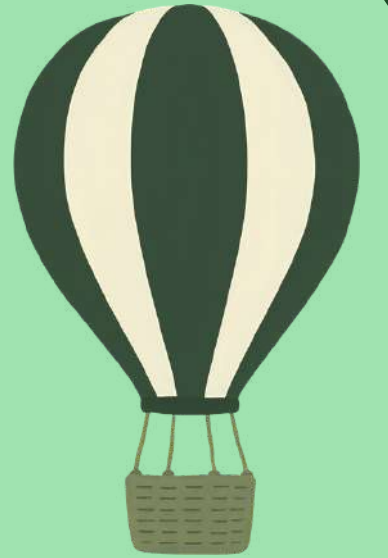
## STRATEGY: DISCOVERY CHANNEL

### Find *Hidden Roles*



- Pre-interview project
- Dream list
- Pitches and pom-poms

STRATEGY: WATCH YOUR STEPS



## Avoid *Application Pitfalls*

- **Proofread**
- **Prioritize and tailor**
- **Patience and tact**

STRATEGY: 1 TO 3, 4

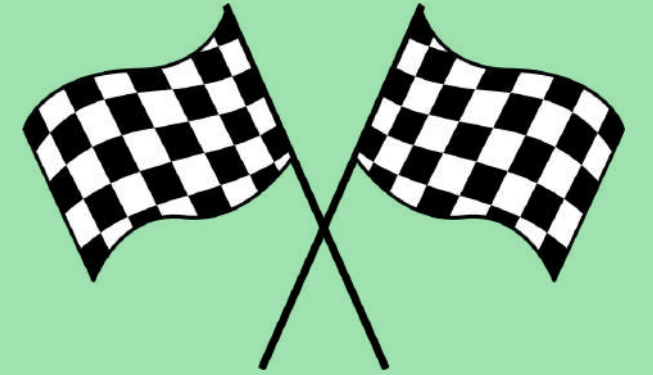
## *Time and Team Management*



- **Variety and alerts**
- **1:3:4**
- **Schedule and team up**

## STRATEGY: STEADY WINS THE RACE

### *Pace Yourself*



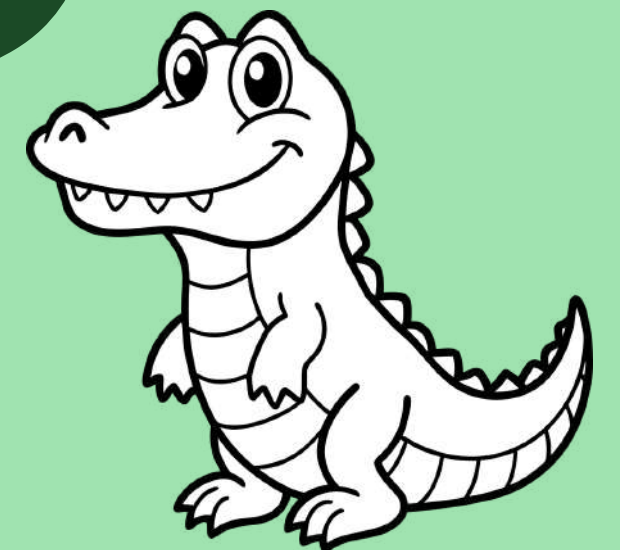
- **Calendar: be proactive and incremental**
- **Hit pause**
- **Keep track**

# STARTER PACK

## *Job/Internship* Aggregators

- AbsoluteInternship
- AIGA Design Jobs
- Americans for the Arts
- AnimatedJobs
- Animation World Network
- ArtConnect
- ArtJobs
- Artist Communities Alliance
- ArtStation
- ArtsAdminJobs
- Arts for LA
- Authentic Jobs
- Backstage
- Behance
- Bloolooop
- Broadway World Classifieds
- Cartoon Brew
- Contra
- CoolWorks
- Coroflot
- CreativeDevJobs
- CreativeHeads
- Creativepool
- Dancing Opportunities
- The Digilogue
- Dribbble
- EdJoin
- EntertainmentCareers
- Extern
- FlexJobs
- Getty Foundation
- Glassdoor
- GradSiren
- HigherEdJobs
- IAAPA
- Idealist
- ilovecreatives
- Indeed
- InternJobs.Com
- InternshipFinder
- Jobs.Art
- Los Angeles County Arts & Culture
- Lensa
- LinkedIn
- Mandy Network
- MediaBistro
- Music Business Worldwide
- Music Career Network
- MusicCareers
- Music Festival Wizard
- Parker Dewey
- Playbill
- Production Hub
- ROSTR
- SchoolSpring
- Showbiz Jobs
- SimplyHired
- Staff Me Up
- ThemedEntertainmentJobs
- Themed Entertainment Association
- Tie Online
- TopSchoolJobs
- TrueUp
- UpWork
- WayUp
- Wellfound
- WorkingNotWorking
- ZipRecruiter

Ohhh...  
she said  
“Aggregator...”



# STARTER PACK

## *Audition/Gig* Aggregators



- 99Designs
- Actors Access
- AGMA Auditions
- AirGigs
- AFM
- Answers4Dancers
- Audition Cafe
- Audition Oracle
- Au.di.tions
- Backstage
- BandMix
- Bodalgo
- BroadwayWorld
- Careers.Broadway
- Casting Connection
- Casting Frontier
- Casting Networks
- Contently
- Dance.NYC
- Dance/USA
- Dance Magazine
- Dancing Opportunities
- Dance Plug
- EntertainersWorldwide
- EntertainmentCareers
- Fiverr
- GigMit
- GigSalad
- Guru
- Musical Chairs
- Music Vacancy List
- NYCastings
- Playbill
- ReverbNation
- Showbiz Jobs
- UpWork
- VO Planet
- Voice123
- Voices
- Yap Tracker
- Research venues, casting directors, agents, talent managers, and other professionals allowing resume/reel/script submissions, shadowing, or other introductions
- Speak to peers: informational interviews, personal experiences and referrals can provide real-world insights and playbooks you won't get anywhere else
- Actors: research status of Summer Stock Theater USA Regional Combined Auditions
  - New England Theatre Conference
  - Southeastern Theatre Conference
  - Strawhat
  - United Professional Theater Auditions (UPTA)
- Follow casting directors or festival directors on social media or LinkedIn
  - contact them in response to something they have posted rather than making it all about you, out of the blue
  - seek posts with keyword hashtags like #castingcall #losangelescastingcall #opencastingcall #opencall #callformusicians #openauditions #seeking actors

# STARTER PACK

## *Open Call* Aggregators and More Ideas

- The Art Career Project
- ArtCall
- ArtConnect
- ArtDeadline
- ArtJobs
- ArtRabbit
- Artwork Archive
- California Arts Council
- Call For Entry (CaFÉ)
- College Art Association
- Creative Capital
- Curator Space
- EntryThingy
- In Liquid
- NEFA
- NYFA
- OpenCallForArtists
- Opportunities.Art
- ShowSubmit
- Springboard for the Arts
- Career advisors
- Career fairs
- Community art centers
- Companies' open houses
- Companies' websites
- Conferences
- Discord channels
- Early career initiatives
- Facebook groups
- Fairs or festivals
- Former colleagues
- Gallery or museum openings or receptions
- Instagram accounts
- Internships
- Lectures, performances, or screenings
- Listservs
- Networking events
- Referrals
- Volunteering
- Word of mouth

## STRATEGY: DOLLARS AND SENSE

### *Budgeting and Business Planning*



- Lifestyle design
- Cost of living vs. compensation
- Plans and backup plans

# STARTER PACK

## *Other Funding Aggregators/Tools*



- 4Culture
- The Abundant Artist
- Air-J
- Andy Warhol Foundation
- ArtConnect
- ArtDeadline
- ArtGalleria
- ArtistShare
- ARTENDA
- Artist Communities Alliance
- ArtProf
- Away
- Awesome Foundation
- A Blade of Grass
- BOMB Magazine
- CaFÉ
- Candid
- CEC Artist Grants
- CENTER
- City/County (*your local*)
- College Art Association
- Colossal
- Creative Capital
- the Creative Independent
- Etsy
- Film Independent
- Foundation for Contemporary Arts
- Fractured Atlas
- FundRazr
- GrantWatch
- Guggenheim Fellowship
- IETM Fund Finder
- Indiegogo
- International Grant Watch
- Kickstarter
- Ko-fi
- MacArthur Foundation
- McKnight Artist Fellowships
- Musicians Foundation
- National Endowment for the Arts
- New Music USA
- On The Move
- Open Society Foundation
- Patreon
- Pollock-Krasner
- ProFellow
- PRS Foundation
- Redbubble
- Res Artis
- Reviewed by Artists
- Rockefeller Foundation
- Saatchi Art
- Seed & Spark
- Society6
- Squarespace
- SWAP
- TransArtists
- World Art Foundations
- Zeffy

# STARTER PACK



## *Funding Application* recipe

- **Understand** source, scope, RFP (request for proposals,) and rules thoroughly
  - Consider participating in information sessions, orientations, or office hours
- **Project description** with a brief proposal, timeline, and explanation
- **Team dossier** with folks' biographies as well as C.V./résumés and maybe sites
  - Highlight teammates' past experience, achievements, and projects to demonstrate fit, expertise, and establish confidence and trust
- **Budgets**, i.e. detailed lists of expected expenses and income sources
  - Identify other secured funding and resources
  - Maybe identify *other* resources and funding for which you have applied
  - Possibly prepare multiple budgets breaking down outcomes with extra, complete, partial, or no funding from the grant source
- **Portfolio** assemblage of concept/idea for proposed art, plus proof of past work
- **Letters of support**, i.e. short notes from non-relatives recommending you

# STARTER PACK

## *Artist Bio* recipe

BIO

- Paragraph 1 **Intro and Identity** - *Artist Name* is a *location*-based *artist-type*. Working primarily in *mediums/techniques*, they explore themes of *inspiration*. They received their training at *institution(s)* [or are self-taught.]
- Paragraph 2 **Artistic Process and Vision** - Their creative process involves *description of approach/technique*. Their work aims to *impact/achieve goal(s)*.
- Paragraph 3 **Current/Upcoming Work and Past Accomplishments** - *Artist Name* has exhibited/performed/awarded at *notable venues or collections or competitions or events*. They currently are developing/working on *project(s)*.
- **Other Notes**
  - Write in third person, 100-250 words
  - Hook: name, mediums, location in first sentence.

# STARTER PACK



## *Artist Statement* recipe

- **What** - My *medium* work explores *theme*. I focus on *idea* to demonstrate/explore *concept*.
- **How** - These pieces are created using *materials, techniques, tools* to *achieve/convey goal/story/feeling*.
- **Why** - My work is inspired by *influences* and seeks to *communicate/evoke something*.
- **Other Notes**
  - Write in the first person, 100-300 words
  - Avoid acronyms, jargon, or clichés
  - Use simple language to make your position clear to creatives and others

## STARTER PACK

# *Teaching Application* recipe



- **C.V. or Résumé**
- **Certifications, Licenses, and Transcripts**
- **Cover Letter** tailored to hiring committee, chair, or manager explaining your interest in the specific institution, your teaching style, and your relevant experience and expertise
- **Letters of Recommendation** - 2 to 3 professional references from past directors, mentors, or supervising teachers
- **Teaching Philosophy Statement** summarizing your core beliefs about student learning, classroom environment, motivation, mentoring, and methods
- *Optional Add-Ons* **Lesson Plans or Slide Decks, Statement on Diversity, Student Work Samples, Syllabi, Teaching Footage, or Writing Samples**

STRATEGY: REDUCE, REUSE...

## *Recycle Materials*



- Anticipate and save
- Questions and keywords
- Handwritten notes

## STARTER PACK

# Common *Interview Questions*



- What is your greatest **accomplishment**?
- What can you bring or **contribute** to the company? particular skills?
- **What do you know** about our company? community? mission?
- Tell me about your **compensation expectations**?
- How do you handle **conflict** at work?
- What does **customer service** mean to you?
- Tell me about a **difficult situation** and how you handled it?
- What is your **ideal work environment**? alone or in a team?
- Tell me about your **prior work/experience**?
- What are your **goals** or dream job(s) for the future?
- **Where do you think you'll be** in (#) of years?
- Why do you want to work **here**?

# STARTER PACK

## Common *Interview Questions*



- Why are you leaving or **why have you left** your current/past job?
- **What did you like most** at your last position? least?
- What **motivates** you? About what are you passionate?
- How do you keep **organized**?
- What interests you about **this role**?
- What are your greatest **strengths**?
- **How do you handle stress** or time pressure?
- How do you **define success**?
- What is your teaching or team/collaboration **philosophy**?
- What are your greatest **weaknesses**?
- **Why should we hire you**? What **differentiates** you from other applicants?
- Do you have any **questions for us**?

## STRATEGY: 2 LAYERS OF ARMOR



Protect *Yourself*,

- Breaks, balance, and boundaries
- Kindness and safety
- Trust and tests

STRATEGY: 2 LAYERS OF ARMOR  
and Protect *Your Work*



- Trademark or copyright
- Archives and backups
- Insurance or surveillance

# privacy testing *sample*

## REVERSE LOOKUPS

TruePeopleSearch

Name

Phone

Address

Email

Neighbors

(774) 222-3512

1 record found for (774) 222-3512

Sarah Melnick

Age 35 Santa Clarita, CA

Used to live in Encino CA, Stockton CA, Santa Barbara CA,...

Related to Jeff Melnick, Carrie Melnick, Chasen Melni...

View Details →

# copyright *sample*

Copyright.gov | U.S. Copyright Office

About

News

Opportunities

Help

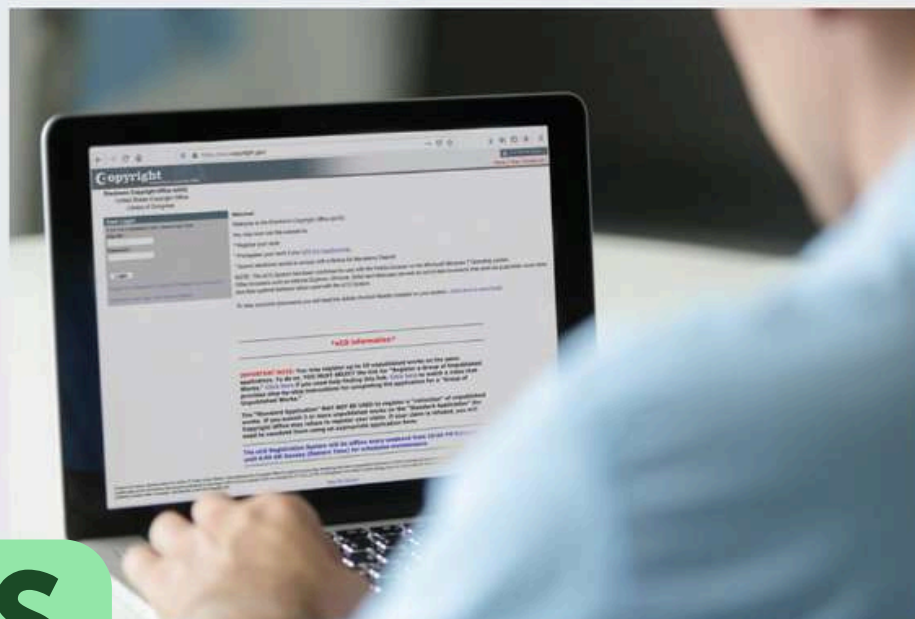
▼ Law & Policy

▼ Registration

▼

[Home](#) / [Registration Portal](#)

## Register Your Work: Registration Portal



Welcome to the Registration Portal. This is your starting point for all things related to the registration of copyrights.

To get started registering your work, log in to the Electronic Copyright Office (eCO) Registration System at the link below or you may learn more about the different [types of works](#) typically registered with the U.S. Copyright Office.

[Log in to the Electronic Copyright Office \(eCO\) Registration System](#)

### Types of Works

Learn more about the types of works that can be registered with the U.S. Copyright Office. Select a category below to view helpful resources related to the type of works registered with the U.S. Copyright Office as well as instructions on how to register.



#### Literary Works

Fiction, Non-Fiction, Poetry, Articles, Periodicals

[Learn more](#)



#### Performing Arts

Music, Lyrics, Sound Recordings, Scripts, Stage Plays

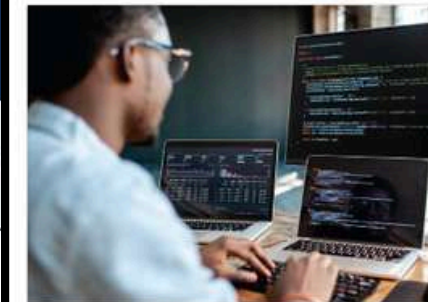
[Learn more](#)



#### Visual Arts

Artwork, Illustrations, Jewelry, Fabric, Architecture

[Learn more](#)



#### Other Digital Content

Computer Programs, Databases, Blogs, Websites

[Learn more](#)



#### Motion Pictures

Movies, TV Shows, Video Games, Animation, Videos

[Learn more](#)



#### Photographs

News Photos, Selfies, Wedding Photos, Family Photos

# FORMATS

# BASICS

STRATEGY: CALCULATED AFTER - MATH

# Remember *Thank You/Follow-Through*

- Swift
- Specific
- Gratitude and attitude



# STRATEGY: FAIL FORWARD

## *Make Backup Plans*



- Repeat
- Grow
- Sustain

## POP QUIZ!

# Complete These *Strategies*:



- **4-P:** P\_\_\_\_\_ P\_\_\_\_\_, P\_\_\_\_\_ and P\_\_\_\_\_
- **Zoom Out:** Know Your Big P\_\_\_\_\_
- **Know:** Know your N\_\_\_\_ and W\_\_\_\_\_
- **ABC:** Always Be C\_\_\_\_\_
- **Knock, Knock:** Explore Many D\_\_\_\_\_
- **Rock N' Rule:** We Are The (Best Self-) Ch\_\_\_\_\_
- **RX-pectations:** Know What Your Industries P\_\_\_\_\_
- **5-P :** Prior Plans Prevent Poor P\_\_\_\_\_
- **Sew What?:** T\_\_\_\_\_ for A.I. vs. Human Audiences
- **AC/DC and Celine Dion:** Highlight H\_\_\_\_ and S\_\_\_\_ Skills
- **Shine A You-V. Light:** (Re)write in Your Own V\_\_\_\_\_
- **Hamlet's Handbook:** Know When To \_\_\_\_\_. Or Not To \_\_\_\_\_.
- **Inigo Montoya:** N\_\_\_\_\_ With Authenticity And Purpose
- **History Channel:** Revisit Connections from your Past
- **Conquer Jeopardy:** Know Your R\_\_\_\_\_
- **Discovery Channel:** Find H\_\_\_\_\_ Roles
- **Watch Your Steps:** Avoid Job Application P\_\_\_\_\_
- **1 to 3, 4:** T\_\_\_\_ and T\_\_\_\_ Management
  - 1:3:4 (search/apply: tailoring: networking)
  - 1:3:4 (applicant : peer helpers : references)
- **Steady Wins the Race:** P\_\_\_\_ Yourself
- **Dollars and Sense:** B\_\_\_\_\_ and B\_\_\_\_\_ Planning
- **Reduce, Reuse...:** R\_\_\_\_\_ to Boost Capacity
- **2 Layers of Armor:** Protect Y\_\_\_\_\_ and Y\_\_\_\_ W\_\_\_\_\_
- **Caculated After-Math:** T\_\_\_\_\_ Y\_\_\_\_/F\_\_\_\_-T\_\_\_\_\_
- **Fail Forward;** Make B\_\_\_\_\_ P\_\_\_\_\_

# POP QUIZ!

## *Strategies Toolkit*



- **4-P:** Priorities, Portfolio, People and Pursuit
- **Zoom Out:** Know Your Big Picture
- **Know:** Know your Niche and Worth
- **ABC:** Always Be Curious
- **Knock, Knock:** Explore Many Doors
- **Rock N' Rule:** We Are The (Best Self-) Champions
- **RX-pectations:** Know What Your Industries Prescribe
- **5-P:** Prior Plans Prevent Poor Pitching
- **Sew What?:** Tailor for A.I. vs. Human Audiences
- **AC/DC and Celine Dion:** Highlight Hard and Soft Skills
- **Shine A You-V. Light:** (Re)write in Your Own Voice
- **Hamlet's Handbook:** Know When To C.V. Or Not To C.V.
- **Inigo Montoya:** Network With Authenticity and Purpose
- **History Channel:** Revisit Connections from your Past
- **Conquer Jeopardy:** Know Your References
- **Discovery Channel:** Find Hidden Roles
- **Watch Your Steps:** Avoid Job Application Pitfalls
- **1 to 3, 4:** Time and Team Management
  - 1:3:4 (search/apply: tailoring: networking)
  - 1:3:4 (applicant: peer helpers : references)
- **Steady Wins the Race:** Pace Yourself
- **Dollars and Sense:** Budgeting and Business Planning
- **Reduce, Reuse...:** Recycle to Boost Capacity
- **2 Layers of Armor:** Protect Yourself and Your Work
- **Calculated After-Math:** Thank You/Follow-Through
- **Fail Forward:** Make Backup Plans

## CONCLUSION

### *After* Today's Talk



- **Toolkit**
- **Expansions**
- **Continue conversations**

Thank you all  
so much  
for coming!

And  
thank you to the  
City of Santa Clarita  
for including me  
in this year's



Keep

in touch-

Sarah Melnick née Van Sciver, DBA

**Songbird,**

L L C



**Performer** on harp, vocals, piano, + ukulele.

**Music Composer, Songwriter, Arranger, Director • Sound + Projection Designer**  
leading + organizing impactful studio albums, theater, films, operas, + concerts.

**Educator** training performing, visual, literary, + digital artists.

**Creative Producer** curating strategic events, communications, + fundraising.

774.222.3512 | harp.piano@gmail.com | sarahvansciver.com

sarahvansciver.com | linktr.ee/harppiano | linkedin.com/in/sarahvansciver