

## **Visual Studies Workshop's Community Curator Program 2020-2021**

### **Overview and FAQs**

#### **Description**

The Community Curator program invites representatives from community groups in the Rochester region to curate film screenings using VSW's collection of over 10,000 film and video titles. Participants in the program will work with the Curator of Moving Image Collections to research and select a full program of films that speak to the interests of the group, while opening a broader dialog with the Rochester community. The goals of the Community Curator program are to empower cultural organizations to create their own media programming, expand global and cultural awareness within the Rochester community, and strengthen ties between students, artists, and communities that will cultivate multi-cultural relationships. Films will be shown in their original format whenever possible. The Community Curator Program is made possible by the New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature.

#### **Who are the Community Curators?**

VSW will invite groups in the Rochester region with an established history of activity involving social justice, civil rights, racial equality, media literacy, international education, nonviolent political protest, religious tolerance and LGBTQ rights to participate in the Community Curator program. Also encouraged will be public educators, grassroots media groups, and youth from Rochester Public High Schools. Groups may elect one person or a group of representatives to choose the films for the program.

#### **Who is the audience?**

Everyone is welcome to the Community Curator screenings. We expect the audience to include: VSW students and members; representatives, members, friends and guests of the Community Curator; film enthusiasts; anyone interested in learning more about the subject matter covered in the screening.

#### **What kind of films are available?**

Our film collection includes almost every genre, subject and film style. Most of our 16mm film collection originated in libraries, universities and museums, and therefore includes a large number of educational films, animated shorts, experimental and avant garde films as well as travel films. Also included are television programs, popular feature-length films and locally produced works. Most films in our collection were made between 1930-1990.

Our video collection includes many videos made in Western New York by artists, filmmakers, community groups and activists between the years 1970-2000. Access to these tapes is currently very limited.

#### **Where do the screenings take place?**

Due to Covid 19, all VSW film screenings are held online until further notice. Screenings are free and stream on VSW.ORG for 3 - 4 weeks. If weather allows, we can hold screenings on the VSW lawn for a limited number of people.

### **When do the screenings take place?**

Currently all film screenings are held online for 3-4 weeks.

### **Who handles the tech?**

VSW staff will digitize films and videos, upload content to the website, manage the webpage and facilitate any live discussions on Zoom, YouTube or Facebook live.

### **How long are the programs?**

Between 60 and 90 minutes is preferred. Programs can consist of several short films or a couple of longer films.

### **How are screenings publicized?**

VSW will publicize all Community Curator screenings via our eNewsletter, social media and press release to local news outlets. For each screening, VSW will print a limited number of posters and postcards to be distributed locally 2-3 weeks ahead of the event. The Community Curator is encouraged to promote the screening among their membership as well.

### **Steps for participants**

Once the Community Curator has been identified (we prefer a single contact person), the following steps will need to be taken:

<u>Step</u>	<u>Timeframe</u>
Discuss general subjects of interest with VSW	2-3 months ahead of screening
VSW will provide a list of possible titles of interest	7 weeks ahead
Curator will come to VSW to review potential films	5-6 weeks ahead
Final program chosen	4 weeks ahead
Promotional materials designed and printed	3 weeks ahead

### **Stipends and fees**

All screenings are free and open to the public. Community Curators receive a stipend of \$350 after the screening takes place.

### **How to apply**

Send a letter of interest via email to : Tara Nelson, Curator of Moving Image Collections  
[taranelson@vsw.org](mailto:taranelson@vsw.org)

