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FIVE POINTS FOR MAKING A DIFFERENCE IN YOUR CAREER

A brief presentation by Mary Virginia Swanson to the participants at Santa Fe Workshop's Summer Faculty Lecture Series, June 26, 2006

- 1) **HAVE A DIALOGUE** with your peers and our industry
Attend portfolio reviews, join membership organizations, pursue continuing education

- 2) **DO YOUR HOMEWORK** towards your work and your career
Attend gallery expos; subscribe to art magazines, photoeye book list

- 3) **GET YOUR WORK OUT** to all appropriate markets on all appropriate platforms.
Enter juried exhibitions, grants and other competitions to be more likely to be in consideration for anonymous nomination awards.

Establish websites for yourself and your projects, consider appropriate advertising.

Be your own best marketer! Learn to write press releases and promote your work

- 4) **KEEP IN TOUCH** with those with whom you wish to have a relationship
Send promotional pieces, thank you notes and when appropriate, email notices
When you have a representative – be a partner to your marketing partner

- 5) **GIVE BACK** to your community
Donate prints and photographic services, be a mentor, host interns

URL's viewed during the presentation by Mary Virginia Swanson, plus a few more:

Point #1: HAVE A DIALOGUE:

www.fotofest.org - next event 2008; watch the website for exhibition opportunities and registration for "The Meeting Place" portfolio reviews
www.sfcf.org - watch for info on grants to photographers and the September 15-17 2006 Seminar "THE LONG TERM PERSONAL PROJECT: FROM CONCEPT TO AUDIENCE" featuring a portfolio review event and two-day seminar coordinated by Mary Virginia Swanson; speakers to be announced soon, and events by SFCF at Photo SF and Photo LA 2006.
www.griffinmuseum.org - just announced review event for June 06
www.festivaloflight.net - listings by location of international photography festivals; some have exhibitions and portfolio review opportunities - look for the Bratislava Portfolio Reviews
www.rhubarb-rhubarb.net (registration is open for 2006)
www.acpinfo.org (Atlanta Celebrates Photography)
www.spenational.org (look for your regional website and conference information, as well as job listing and scholarship/volunteer info for the SPE 2007 National Meeting in Miami 3/07)

Point #2: DO YOUR HOMEWORK

www.artfairsinc.com - Photo LA, SF and NYC Gallery Expos; watch for educational programming at each event coordinated by SFCF (the SF seminar 7/06 theme: Publishing, NYC seminar 10/06 theme: "The New Curator")
www.aipad.com - The Photo Show, February NYC
www.photo-london.com
www.circapr.com
www.paris-photo.fr Paris Photo Gallery Expo
www.photography-guide.com Photograph Magazine
www.photoeye.com - we looked at Photographer's Showcase for keywords, also see the pricing/editions terms set by artists, and the Publisher's Showcase on the home page for books
www.artonpaper.com Art on Paper Magazine
www.artnews.com Art News Magazine
www.artandauction.com Art and Auction Magazine
www.artinamericamagazine.com Watch for their 2007 Guide to Galleries and Museums
www.dwell.com

Point #3: GET YOUR WORK OUT

www.artdeadlines.com - watch for photo shows to enter
www.c4fap.org - frequently holding juried shows
www.artandantique.net - annual photo competition
www.pdnonline.com submit your work for publication, watch for competitions and grants
www.alecsoth.com - we viewed his success from Santa Fe Prize, submitting to grants
www.radekphoto.com - example of business statement - what do you want to ask for?
www.tmpp.org - The Missing Peace Project exhibition site
www.ashesandsnows.com - view PRESS ROOM
www.revealingchicago.org website for exhibition and book

www.savingbodyandsoul.com website for publication
www.purpleheartsbook.com website for publication, exhibition available too
www.laurenshaw.com - website for self-produced publication, and exhibition
www.heavenearthtequila.com - view entire site for great example of complete project!
www.mediastorm.org - see how the above site is marketed through Media Storm
www.vickitopaz.com - great, simple website
www.americanruinsexhibit.com - book/exhibition proposal

Point #4: KEEP IN TOUCH

www.johnpaulcaponigro.com - viewed annual self-produced calendar
www.elizabethstonephoto.com - saw her mailer of project with local Humane Society, was published in Bark Magazine
www.allisonvsmith.com showed her mailers; visit her website – personal and commercial
www.heatherwalsh.com showed her mailer announcing the website w/homepage card
www.eirikjohnson.com showed his website and email announcing book nearly out of print
www.bethdow.com showed Review Santa Fe promotional CD-Rom
www.todddeutch.com showed Review Santa Fe promotional piece
www.millerprojects.com showed Review Santa Fe follow up promotional package

Point #5: GIVE BACK to your community

www.fwab.org - showed cover of last year's auction catalogue; visit site!
www.chrisjordan.com - showed his benefit print sale for Katrina victims/Red Cross

END.