

Arts REACH Weekly Calendar Guidelines



The Suncoast Arts REACH (Remote Education and Creative Homes) Task Force is comprised of local Florida Suncoast organizations and school district members who are working collaboratively to provide schools, early learning centers and families with creative remote learning opportunities.

All Suncoast area arts organizations, teaching artists, and artists are welcome to submit experiential arts learning opportunities for inclusion on the weekly calendar. Please use the following guidelines when submitting virtual opportunities for review.

All Content Must Be:

- Free
- Designed for kids
- Uses materials that are easily accessible, flexible, and/or low cost

Suggested Mediums:

- Video - no more than 20 minutes in length and hosted on a free webpage such a website or YouTube page.
- Live programs (ex – Facebook Live, YouTube Live, Zoom, GoToMeeting)
- Static programs – in pdf format, hosted on a website.

Thank you for supporting at-home arts learning!
Please contact ArtsREACH@outlook.com with any questions.

To Submit:

Fill out [this form](#) and attach a link and description for your virtual program.*

* Arts REACH is committed to creating an inclusive calendar, though due to space limitations we cannot guarantee all submission will be utilized. Any content that is not approved for calendar consideration will be notified.

Posting and Sharing Guidelines:

We encourage everyone to share the calendar through your email blasts and social media.

Use bit.ly/artsREACHactivitycalendars for links posted to social media and be sure to tag the Arts REACH Task Force partners!

The calendar for the following week is posted the Friday prior and announced via email.

Tips for Creating Successful Videos

- Keep it short and simple, no more than 20 minutes. Under 7 minutes is ideal for younger students. Timing depends on if you are expecting families to do the work in real-time or watch and then create.
- Film horizontally if using your phone.
- Do not film directly in front of a light source - keep light to the front and side.
- Find a quiet space to film. Film indoors if you do not have access to sound editing software.
- Keep it fun and engaging. Be sure to state or show what will be accomplished at the top.
- Use a script when possible.
- Web based recording include Zoom, GoToMeeting.
- Apps for filming and editing on your phone include Inshot and Videoleap.
- Apps for video editing include iMovie, Splice, and Video Editor.

Tips for Creating Successful Static Materials

- Keep it short, no more than 2 pages.
- Use bright colors and clean design.
- Use materials that people are likely to have at home.
- Keep directions clear and concise.
- Offer a point of engagement – consider how people can share their finished product.

Tips for Creating Successful Live Programs

- Consider your platform based on desired level of audience engagement.
 - For large audiences with minimal engagement consider social media platforms such as Facebook and Instagram.
 - For smaller audiences with significant engagement consider a secure Zoom or GoToMeeting platform.
- Two heads are better than one: enlist help monitoring the platform so you can focus on content.
- Record your program and post online after the live event.
- Seriously consider if and how to record children's likeness – recording may not always be appropriate.

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