

Adapted from their main website, **OSLP Arts & Culture** is a "person-centered arts program where individuals of all abilities can pursue their personal artistic goals. OSLP breaks down barriers to participation and nurtures authentic expression, improving physical, mental and spiritual well-being through the universal language of art in a safe and accessible environment." The majority of the participants in the OSLP Arts & Culture art studio and classes are differently abled and help each other, under the instruction of resident artists, to reach their own artistic goals. The goal of the program is to allow the space and instruction necessary for relationship building, personal expression and even some financial gain for the participants.

Vimeo

The program coordinator, Jamie Walsh, had voiced to me last term as I was gathering information about OSLP that she hoped to put up more Vimeo videos of participants. Vimeo is useful because it is a video sharing website where users can upload, share, store and view videos and content. It is updated regularly, similar to many photo sharing sites. Unless content is set private, a person doesn't generally need to be a Vimeo member to view material, so there are view barriers to the service. OSLP Arts & Culture is only two years old and its online presence in general is small and/or new. OSLP offers a wide range of art activities and Vimeo could help them showcase that impressive range and more importantly, the community of participants that is formed through participation in each activity. Actually watching a person's reaction to participating in an OSLP activity is much more compelling than being told or reading that it was "quite a reaction". It would be easy to navigate potential funders or participants towards Vimeo videos and it takes away the need to awkwardly "sit in" on a class. Watching the few Vimeo videos there answered a few questions I had, even though there was no dialogue.

There are, however, a few downsides to these videos. There are people who might feel uncomfortable watching them and could be turned away from donation or participation due to ignorance. While it isn't OSLP's responsibility to cure ignorance, pieces of marketing strategies may be responsible to help aid in education of disability arts. In a small organization like OSLP, there is a question of who will be one taking, editing and updating videos on Vimeo. What release forms might be necessary for uploading these videos, considering the potential sensitivity of the material and the population of participants?

OSLP Online Store

A second online avenue OSLP could explore is to create an Etsy-like online art gallery. The goal would ultimately be to sell participant artwork to a broader audience base, promote OSLP goals and connect with other like-organizations for ideas and program development. Eugene is relatively small to support art organizations like OSLP, but the art that is produced within its walls is colorful, innovative, powerful and narrative-ridden, perfect to be photographed and posted online. For the first time, each artist could be "showing" their artwork at all times, instead of only a portion of the participants showing work at quarterly gallery shows. The prices of the artwork are reasonable to cheap, and a strong narrative accompanying each piece along with an artist bio could greatly open up the spectrum of potential customers. Businesses looking to redecorate could potentially buy an entire collection of art for less than \$1000 to fill the walls of several offices while at the same time aiding in the economic security of adults with developmental disabilities. Customers with and without disabilities might like to donate to OSLP when hearing about it, or re-post artwork to tell friends. Customers could potentially be international. One of the biggest downsides I see to implementing this is that someone on OSLP staff or a volunteer would have to take this on, including regular promoting, packaging and providing customer service when needed.

Facebook

Finally, a third avenue OSLP should continue to use is Facebook. As a social networker, Facebook has the potential to grow an audience base faster than almost any other marketing method. This isn't to say that it necessarily grows a quality or

interested audience base. Still, bright and bold photos of artwork lend themselves well to a Facebook presence and the program coordinator is able to update everybody on gallery openings, upcoming workshops and schedule changes instantly without hassling with phone calls, emails, or paperwork. Updating Facebook doesn't take much time as long as someone remembers to take photos of participants during activities and makes sure photo release forms are signed. Facebook can also allow OSLP to connect with other local programs with similar or potentially symbiotic missions, such as Kitty Piercy's Look Me In The Eye campaign or Lane County's ArtWalk.

Facebook also has the potential to de-value OSLP's mission quickly. If someone who is unfamiliar with the artists or mission of the program somehow skews its image on social media, bad publicity could travel fast. It is most important that only those who know the artists well and have discussed with them what they do or do not want about themselves and their lives online to be handling the social media marketing. Even a Facebook marketer has an ethical/moral responsibility to handle information appropriately.