

Media Inventory – Synergy Art Series

Links and examples are not currently available as SAS is a student created organization developed for AAD612 Cultural Administration.

As a new 501(c)3 nonprofit organization in Eugene, Oregon, Synergy Art Series was designed to collaborate with local artists, art organizations and the Eugene community to present rotating topics through varying art mediums. Topics rotate every 3 to 4 months and cover a wide range of social, economic, and cultural issues. To accomplish this, SAS integrates visual, digital, and performing artists to focus on the appointed topic, allowing a wide range of expression and exploration by both the artist and the audience. SAS connects various arts forms as well as developing crossover between cultural organizations by introducing new audiences to many different venues while presenting engaging topics that provoke discussion around social and cultural issues. SAS utilizes various media in order to operate and engage with participants.

SAS is currently constructing a new website which provides an in depth synopsis of the goals of the organization but also serves to promote its partner organizations throughout the community, including links and information for each organization and a community cultural events calendar. The site includes a schedule of events in each series for each year as well as those organizations involved and methods of participation. There are many videos and photos of the various events, as well as links to social media and the SAS blog. Documentation media is essential for SAS to engage audiences and to show connections between art mediums, artists and art organizations around a given topic for each series. The site also includes recent press, information on donors and sponsors and a contact page.

SAS utilizes many different types of social media as well as an active blog to engage audiences beyond their experiences with events. This also allows participants to respond to SAS programming, furthering the discussion of the presented topic into the digital realm to engage wider audiences and to develop deeper understanding. SAS utilizes Instagram, Snapchat, Facebook and Twitter as well as other various digital media to generate social sharing and interaction with audiences outside of its specific programming. Social media also serves to market the brand, events and SAS partners.

Other media include posters, radio, flyers, stickers and brochures. SAS also engages in methods of guerilla marketing, utilizing public mural and graffiti spaces and using the power of people to spread its message.