

Jump Start Your Art Workshop Marketing, Resources and Guides

Saturday, September 24, 2016
The Guam Council on the Arts and Humanities Agency (CAHA) Gallery
Terlaje Professional Building, Hagåtña, Guamv

Summary Workshop Report

A Guam Council on the Arts and Humanities Agency (CAHA)
Workshop

Written and presented by

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Jump Start Your Art

Marketing, Resources and Guides

Saturday, September 24, 2016
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Terlaje Professional Building, Hagåtña, Guam

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Introduction

Two workshops at the Council of the Arts and Humanities Agency (CAHA) gallery brought together artists, cultural producers and entrepreneurs on September 24 at the Terlaje Building, Hagåtña, Guam. The workshop objectives were to offer capacity building and connect participant's entrepreneurial spirits with the creative freedom to produce sustainable businesses.

Judy Flores, CAHA chairman of the board, welcomed the diverse group, saying that she wished there were such workshops when she was starting off as an artist in the 1970s, back when there were few opportunities to sell original art. She said the Guam art scene has grown much since then with the creation of the Percent for the Arts program, Micronesia Island Fair, Chamorro Village and the growth of tourism.

"We now have a thriving arts community with many world class artists," Flores said. "FestPac showed that. We all have many opportunities to show and share our work. Our tourism economy is on the rebound." She encouraged artists to embrace volunteerism and put their work out there to gain exposure in the schools and with other community activities. Flores also encouraged artists and cultural producers to be a member of the CAHA artist registry so that people will get to know them.

Participants: About 30 members of the Guam arts community, including artists, cultural producers and entrepreneurs.

Facilitators: Rita P. Nauta, Guampedia.com Managing Director
Mark Duenas, CAHA Program Coordinator

Sponsored by: Guam Visitors Bureau (GVB)

Hosted by: Guam Council on the Arts and Humanities Agency (CAHA), a division of the Department of Chamorro Affairs (DCA)

Presenters: Welcoming Remarks - Judy Flores, CAHA
Rita P. Nauta, Guampedia.com
Rick Nauta, Moy Communications, Inc.
Ana Babauta, Shine Online Guam
Therese Terlaje, Legislature Legal Counsel
Johnny Sablan, DCA
Cliff Guzman, Guam Unique Merchandise and Art (GUMA)
Sherrie Barcinas, CAHA
Julius Santos, Guam Economic Development Authority (GEDA)
Cora Yanger Bejado, Sirena's Soul
Rebecca Rae Davis, Isla Rae
Don and Kel Muna, Guam International Film Festival (GIFF)

Session I: Marketing & Copyright

10 am - 12 pm

Presentation One

Marketing

Rita P. Nauta

Managing Director, Guampedia

There are many ways to connect with an audience, long time marketer Rita Nauta said, but there is a big difference between just getting exposure and getting their attention. You need to learn to differentiate between just getting exposure and building relationships with potential customers. As artists, we are our brand and must keep our brand's promise. However, we may not be our own target audience.

Nauta has worked with Guampedia for about 10 years, documenting history and making it accessible through the web and community presentations. She has learned that without artists such as writers and photographers history would not be documented.

"All of you are so important to Guam and our lives," Nauta said. "We live in the information age. Art is everywhere. It used to be that you just had to get your art and your name out there. But now there is so much competition. Now we need to get people's attention — the right people's attention."

She advised participants to always reflect on their passion and make sure their "brand" matches who they are. That way you can capture the attention of the market that fits with you.

Marketing used to be sales driven but now its more important that you build a relationship with potential clients. Artists who are authentic and honest about who they are will be more successful. Artists need to be able to talk about their art and connect with their customers. They need to think about who their target audience is too. The more an artist can visualize who will be interested in their art the better they can connect with them.

Nauta also advised artists to get out and look at the market to see how others are pricing and packaging things. "You need honest feedback . You need to vet your product or service," she said. "Look around and assess where you are in the market."

She said the "One size fits all" approach doesn't work well. What does work is coming up with various approaches to connect with various target markets.

Nauta explained that for Guampedia our target audience is educators, students, Chamorros in the mainland, visitors, the military and the media. The Guampedia team say the opportunity to bring information together and provide free access, making an online repository for Guam history and Chamorro culture. Now Guampedia has 30,000 unique visitors every month.

"We remix. We take historical information and edit it to make it interesting," she said. "For instance when we talk about the Spanish Era of Guam history we not only describe it but we also talk about what it means to us and how we made these things our own. And then we think about

how we can connect what we've learned to our target audiences. Students, for instance, might be more interested in the pirates who visited Guam. Others might want to know about the galleon ships that visited our shores."

Nauta encouraged workshop participants to develop a creative formula because even though you want to reach everyone you probably can't. Start by conceptualizing and then describing who you want to reach. Try and understand them. Next, develop a sheet of information about yourself and your work. What skills do you have? What makes you and your work unique?

Then work to communicate that information to the audience that you want to reach. Create a strategic plan and put it into action.

Presentation Two

Media and Promotions

Rick Nauta

Program Director, Moy Communications, Inc.

Radio host and media star Rick Nauta said 31 years in the business have taught him a few things. He believes that artists are a community's treasures. They are often independent, proud and can be mercurial and misunderstood with a part of themselves just wanting to be understood. Art is not just about expressing yourself but also communicating with others.

He advised the artists and cultural producers at the workshop to pay attention to what's going on around the island and figure out ways to join in and be seen. Bring your art into other's events so that it will be photographed and shared and people will get to know you and your work.

As a radio man, Nauta said his art is all in the imagination but that's where emotion comes from. As a programmer he wants to play songs that make people have fun. Artists need to read the audience and then give the people what they want.

Nauta said there are many events on Guam – festivals, Chamorro Village, cultural affairs and the like. "You have to be willing to engage and interact with the audience," he said. "Put your beliefs and fears to the side and go for it."

He encouraged artists to volunteer, provide art for events be it music, performance or visual arts. Keep your portfolio up to date and let people know that you are willing to get involved and help out with a cause or an event.

Presentation Three

Marketing On-Line

Ana M. Babauta

Owner and Digital Strategist, Shine Online Guam

Artists can create the most beautiful things but how will people find them in the online environment, Ana M. Babauta, digital strategist, asked workshop attendees. There is a strategy to bring customers to your work called Search Engine Optimization (SEO) Babauta explained.

The goal of SEO is that when someone googles your name or your company name the first thing that shows up on the findings list is your website. There are three components to this strategy that help people find you online:

- Paid - This is media that you pay for such as print, television, radio, movie theaters and banners.
- Owned - These are things you've created such as a brochure, items in retail stores, your website, your community, Facebook, possibly a fan page, a mobile app, Twitter, Instagram and other online sites.
- Earned - These are things people say about you and your work online such as when they post or repost an article about your work and bring your name up in an online forum.

"It's a trifecta. You need to work these all together to get the best results," Babauta said. She also encouraged artists to use various social media sites such as Facebook, Twitter and Instagram, to let people know about their work but to be aware that each platform is unique. Postings need to be tailored to each particular site. For instance Twitter is geared for short messages or announcements. Instagram is for photographs and Facebook is a more general site.

"Get your accounts set up and create your own website," she said. "Even if you don't post a lot its best to have them set up. Use the same cover photo and the same e-mail to keep it constant."

Once that's done then artists should come up with a strategy to become visible. Ask well known people to wear your shirts or jewelry and post photos of themselves, for example. Every time someone mentions you and your work repost it or share it.

"You need to work these things together to get the best results," Babauta said.

You can also use Google ads and Facebook ads to bring traffic to your site. These are inexpensive and can be effective in helping people get to know your work.

Using all of these platforms does take time, Babauta noted, and artist need to balance that with their time to be creative. However, she and others are available for hire to help artists get their "second life" set up and running.

Presentation Four

Copyright and Uncopyright

Therese Terlaje

Attorney, Legislature Legal Counsel

When an artist creates something it belongs to them and is their intellectual property. There are avenues set up by the law to protect that ownership and further their claim to their own work. The gist of copyright is to protect your property, according to attorney Therese Terlaje. She said the tools to copyright your work are available on line and not that difficult to use. She recommended these websites Cornell Law on copyright and the Guam Compiler of Laws. Cornell's site is easy to use and the Guam site is great for researching local laws.

Artist should understand that there are various laws that deal with protecting intellectual property such as copyright, patent, trade secrets and trade mark, Terlaje said.

Copyright protects intellectual works, both published and unpublished. Writers can copyright their work by registering it which lasts for 70 years past the writer's death.

Some commonly used terms and concepts such as "hafa adai" are considered in the public realm and cannot be copyrighted. Other intellectual property, too, can be used as "fair use" for purposes such as criticism, teaching, scholarship, news reporting and research.

Protection of indigenous knowledge is a cutting edge subject of law with many discussions about who has the right to use traditional knowledge. Can Disney use a traditional Hawaiian song in a film or can a restaurant make and profit from a Chamorro recipe? Can Nike use traditional Samoan tattoo designs on clothing? If people do need permission to profit from this traditional knowledge where do they apply?

All this, and much more, is of concern to indigenous people worldwide, Terlaje said, and is still up for discussion.

"Basically, though, copyright is designed to protect your ideas and the value of your work," she said. An artist doesn't have to actually get a copyright in order to receive protection. They just need to declare that it is copyrighted. However if you want to sue someone for using your work then you do need to have a registered copyright, making a public record of it.

Since copyright is a federal law artists would have to sue in a federal court.

Patents covers inventions, which must be something substantive. Once your patent is granted it gives the owner 20 years of exclusive use. Your invention must be registered to get this protection, Terlaje said.

Both trade mark and service mark are to do with trade secrets, such as KFC's recipe for fried chicken.

Trademarks are on words, names, symbols and devices. Service marks are for service phrases such as "Customers First," which need to be registered in order to be protected for exclusive use.

The more unique the better when it comes to protection. Phrases that are descriptive are not as protected.

Besides the US federal protections there are also Guam trademarks that you can register for at Guam Revenue and Taxation. These can give you the exclusive right to use a mark and gets your company listed in a database that gives you the right for exclusive use of a symbol.

There is also international trade mark but Terlaje hasn't seen it used by anyone on Guam yet.

Guam also has a law that provides for a cultural trade mark that hasn't been used.

"It's a difficult process," she said. "In New Zealand the request goes to a commission who decides if it authentic and unique to the Maori - if it represents the culture."

It would be a contentious issue to decide what was authentic and who has the right to use Chamorro Culture when it comes to art. Though it may be worth it, she said, as it could put an elite stamp on particular items.

The Guam Product Seal, on the other hand, only means it was made on Guam - anyone on Guam. The cultural trademark has a whole different standard and could increase the value of the art.

The concept of "Uncopyright" which was covered by writer and blogger Leo Babauta at a past CAHA workshop, was also discussed. His paper is included with this report.

Session II: Resources & Guides

1 pm - 3 pm

Presentation One

DCA

Department of Chamorro Affairs

Johnny Sablan

President, DCA

When Johnny Sablan, now the Department of Chamorro Affairs president, first began recording his music in 1968 he said he had so much to learn. He was told, for example, that in order for his songs to play on the air they had to be less than four minutes long. Sablan grew up the son of business people who told him that it's not about the money, it's about providing items or content that people will like.

"In other words, don't think about making money but rather about making something worthwhile," he said. Packaging is important too, nothing fancy, but just nicely done. His recordings, all made between 1968 and 1971, are still being sold today.

Sablan said that producing Chamorro music turned him into an activist, fighting for the culture and pursuing his Chamorro identity. He wanted to contribute what was essentially Chamorro into the international music scene. As there were no recording studios on Guam at the time he recorded his albums in California. He learned that he could not use non-Chamorros to play music with him while recording, even if they were excellent studio musicians.

"I had to get my good friends Jimmy Dee, Frankie Franquez and several other Chamorro artists, all popular in Southern California, to back me," Sablan said. "And they were cooperative. They understood the words, had the Chamorro feeling. I even found a Chamorro arranger. I knew it had to be someone who had lived here and understands Guam culture."

People want authenticity, Sablan said. The other keys to success he's found are being clear about what you want to say and what your message is, and being passionate about it. People know if you are just doing it for the money.

Sometimes you just got to give it away, too, play for free so people will get to know you.

"Everyone needs a motto too," Sablan said. "Mine is 'If it was meant to be, its up to me'."

Presentation Two

GUMA

Guam Unique Merchandise and Art

Cliff Guzman

Executive Director, GUMA

Cliff and Monica Guzman did a little research a few years ago to see what Guam gifts visitors could buy. They figured out that 95 percent of the items labeled “Guam” were not made on Guam. The Guzmans asked retailers why they didn’t carry items made by Guam artists and found out that they wanted to do so but needed items to meet certain criteria — they must have a regular supply, be of consistently good quality and be packaged nicely.

The Guzmans decided to come up with a plan to change that picture. Duty Free Shop (DFS) was interested and had worked with artists in Cambodia on a similar project. They wanted to help. The Guzmans created a non-profit organization that included themselves, an attorney who knew copyright issues, a Certified Public Accountant and a banker. Guam Unique Merchandise and Art was born.

After a pilot program in 2014 they applied for grants from the Administration for Native Americans (ANA Grants). Two years later they were successful and were able to raise \$1.3 million for the program which was set up to mentor and support aspiring local artists and cultural producers, helping them into the retail environment.

“It’s not for everyone,” Guzman said of the program. “Some artists are happy with crafts fairs, etc. Others want to take it up a notch.”

The GUMA program teaches participants about marketing, economic and product development step by step. It has staff members, too, who help, as well as mentors assigned to each participant.

Presentation Three

CAHA

Guam Council on the Arts and Humanities Agency

Sherrie Barcinas

Administrative Officer, CAHA

The Guam Council on the Arts and Humanities Agency (CAHA) has numerous programs for artists. Sherrie Barcinas, CAHA administrative officer, said the first of these, the Artists Registry. It helps the agency connect with artists on workshops, events and opportunities.

“We also provide grants to artists,” Barcinas explained. “We have a grant workshop every year before the grant cycle begins.” An announcement is made about the grants in March or April and the grant deadline is at the end of June or early July. A panel is chosen to review the applications and grant announcements are made at the end of August. The grant period is from October to September the following year.

There are some restrictions for the grants which are explained in the grant workshop. For instance if you want to apply for a grant to create a publication such as a book the grant will only fund creating the master copy. Other funds must be found to print additional copies.

Barcinas said that there are also programs such as arts in education and for the underserved community such as at-risk students.

Another popular program run by CAHA is an arts gallery so that artists can show their work. Barcinas noted that the show doesn’t have to fill up the entire gallery, which is a concern for some artists.

CAHA also administers the Percent for the Arts program whereby contractors buy art work for new buildings that had some sort of government tax break. Alternately contractors can give the money directly to CAHA who will then give it out to artists as grants. In the past there was a \$3,000 cap on the grants but that cap will soon be lifted, according to Barcinas.

One last program that Barcinas mentioned was the Master’s Program where someone in the community nominates a person for the title of master in a particular art form. CAHA goes through a vetting process and if all the criteria are met awards the artist the title. Barcinas said that CAHA is currently revising the guidelines which will be posted on the CAHA website (www.guamcaha.org) once completed. Artists listed in the artist registered will be notified by email once the revisions are done. This past year eight people were honored in this program.

Presentation Four

GEDA

Guam Economic Development Authority

Julius Santos

Industry Development Specialist, GEDA

The Guam Economic Development Authority does its part to encourage the arts and culture on Guam. Julius Santos, GEDA's industry development specialist, said that Guam's gross domestic product is up to \$5.7 billion annually, in part due to GEDA's programs to encourage investment on Guam. A strong economy is good for the arts.

Santos, an artist himself in the radio, television and film industries, said that GEDA can act as a bank for start ups providing loans to small businesses through the Guam Development Fund Act. It also directs money from its Qualifying Certificate program (an incentive tool to bring investment into Guam) into the Percent for the Arts Program.

GEDA also administers the Guam Product Seal. "With the seal, consumers are able to identify products that are made on Guam," Santos said. "The program serves to stimulate economic opportunities on Guam by promoting the manufacturing of local products." There are currently 86 companies in the Guam Product Seal program. Companies are eligible to get the Guam Product Seal if 50 percent or more of the product is made on Guam. There is a \$25 application fee. GEDA promotes the program among its business partners as well.

GEDA also supports island events important to promoting the arts such as Chamorro Village Wednesday Night Market, small business fairs and the Festival of the Pacific Arts. It is planning a Guam Product Seal Fair at GPO soon as well.

Presentation Five

Sirena's Soul

Cora Yanger Bejado

Artist and Owner, Sirena's Soul

Cora Yanger Bejado, owner of Sirena's Soul, said she was into arts and crafts since she was a child. As number 11 of 12 siblings, she explained, she never knew how to keep still and always liked to work. "I love the cultures I come from, both Chamorro and Filipino," Bejado said. "And I have a daughter who thinks she has a mermaid inside her."

A few years ago she and her daughter were struck by the fact that they couldn't find local brands designed for women. While they were traveling they saw locally made jewelry at Macy's in Hawaii and it occurred to them that they could make similar items with found items such as shells and beach glass. They made some items and offered them for sale at the Donne Festival. To their surprise they made several thousand dollars on their hand made jewelry.

A short time later Bejado saw a notice that GUMA was accepting applicants. She went to a meeting and was hooked. She learned to write a business plan, to create packaging and got the advice she needed to grow her business. She now employs three people and is selling her jewelry at Chamorro Village.

Bejado said they usually work on pieces in the evening and post photos online using Facebook and Instagram. People see them online and come in and buy them.

She emphasized that if people don't know what you are doing then you can't sell your work. Branding and packaging is important too, as is pricing. Bejado said she also learned to plan and think ahead to events and times of the year when people will be looking to buy items that they produce.

"You have to drive your own traffic," she said. "I don't wait for others. My motto is I can't control anything else, but I can control myself."

Presentation Six

Isla Rae

Rebecca Rae Davis

Artist and Owner, Isla Rae

Being from Guam was always a good thing for artist and jewelry maker Rebecca Rae Davis. The many opportunities to get involved and be a part of the community available on Guam added to her wisdom.

“We have such a participating and sharing community,” she said. “I chose to enrich my soul and grow from there. Its always made me feel super rich (being from Guam).”

Davis was a model as a very young woman, representing Guam as an ambassador, giving her the opportunity to learn about Guam and the Chamorro people. Later she began to study various forms of art, eventually coming back home and starting her own studio.

She wanted to create her own sense of place and did so at islarae.net where visitors can see her work and that of her partners.

“I tried to make a site that is easy to navigate. I wanted to capture people’s attention and hold them there for just a few seconds,” she said. She wants her jewelry to have a deeper value, one that enriches the soul. She pours herself into each piece, she said, hoping to give back the riches that she gained from Guam.

Her advice to those wanting to grow their art is to seek your own unique style. Ask yourself if it fills you up. If it is something that enriches your soul, you have found the right thing.

“Build a vessel for your authentic self to grow.” Davis said. “Start from your own roots, resources and connections. Just let it happen naturally.”

Davis advised artists to learn to use online media as creative tools. She said you can take unique approaches to create your own page, making it as sensory as you like, then using hashtags (#) to post about your work. The hashtag creates a search or finding tool, opening the door to worldwide communication and allowing you to make connections. Davis uses #pacific arts lifestyle to build her audience.

Her other piece of advice is to always recognize and pay respect to your sainas (elders), particularly those in your industry who have brought you up. They hold the wisdom. To show your appreciation you might be able to help them in some way. Davis said that sharing and helping builds solid heartfelt relationships.

Davis believes in leadership by integrity. Artists can be a consistent integral source of creativity, skill and resource in a community. Artists who emulate other’s work will in time return for guidance and inspiration. What an artist creates becomes part of the collective consciousness. Davis said, so rather than worrying too much about people copying your work, just embrace the flow.

“Think positively. Become like a kite to ride against the wind, use the wind to go up,” Davis said.

Presentation Seven

GIFF

Guam International Film Festival

Don and Kel Muna

Filmmakers and GIFF Organizers

Don and Kel Muna, movie producers and founders of Guam International Film Festival, described themselves as rascals from the village, learning what they know by watching their mom.

“Be on time, always deliver what you promised, bring your “A” game, and wear slacks to church,” Don Muna said.

The Muna Brothers said they were financially broke and really didn’t relish the idea of getting 9 - 5 jobs. “Dude, lets make a movie,” Don said. They used a credit card to get the equipment they needed and vowed to stay true to their heart, make the movie memorable and stayed the course until it was done. “The key thing was you can’t be lazy,” Don said. “You gotta do what you gotta do.”

The Muna’s vision is to tell Guam’s stories and preserve the Chamorro culture by doing so. They’ve found that the world is so big that people are looking for the tiny thing/s. The film “Whale Rider” made in New Zealand in 2002, is a good example of that. If you make something well then it will sell.

Since they made their first film, “Shiro’s Head” in 2008, they’ve found that making films is getting easier, cheaper and more people in the Pacific are giving the medium a try.

“People are making better movies too,” Don Muna said. “It’s coming of age.”

Their advice for up and coming artist and cultural producers is to use a Google Calendar to keep track of your word and commitments and hold yourself accountable. Collaboration is great when you find people who you work well with.

“Our movies are not made for us,” Don Muna said. “Its for the world to understand who we are.”

Their advice for finding sponsors is to look for companies whose values align with your own. When you make a pitch to a sponsor explain not only the product but the intent of the product which will help the company understand your work.

Lots more independent films have come to Guam since GIFF kicked off in 2011. Now Kel Muna is teaching two film making classes at University of Guam to help build the industry.

“Passion gave Don and I the ability to do what we do,” Kel Muna said. “But having an education behind it is important too.”

Kel’s last bit of advice? “Keep it as real as possible, pari. Be a professional but in your own way.”

