

CASTING EDUCATION

Blog Posts for Teachers:

Thank you for your interest in contributing to the Casting Education Blog. We appreciate your help in making this a robust online resource for all things casting education.

We do not charge or compensate for posting content on the Casting Education Blog.

We can offer you **three forms of free promotion** for your workshops and classes:

1. **Spread the word to potential students by listing your upcoming workshops and classes.** If you would like to list an upcoming class, please send us the necessary information (dates, cost, location, curriculum, a link to registration, your (short) bio, and a couple of photos.)
2. **Share your workshop experience in real time or as a wrap-up afterwards.** Whether you'd like to write about your class experience as a guest blogger or send us content to write about, an inside look at your workshops will inspire more people to take your classes and cast! There are no requirements to do this except some photos and your teaching experiences
3. **Write about teaching casting in general.** Talk about a favorite technique, a specific assignment, a class, or your teaching philosophy. Turn potential students into actual students! Share images of your work, student work, and share your enthusiasm for teaching – these are common reasons why students want to study with particular teachers.

Please provide:

- A link to the page online listing your class
- A link to registration (if different than above)
- A link to your website
- Any other relevant links
- A description of your class (if different than what's in the link to the class.) It can be helpful to add information to what's on websites hosted by institutions that often have a maximum word-count. Add in whatever you want here to sell the class!
- At least two high-res images (four images work best for posts about classes but more images are always better. Maximum of ten.)

Do Write About:

- **Who** you are and what you do. (A short bio statement is worth including at the end of your post.)
- **What** you will cover in class and why it's valuable for students
- **When** and **where** the class will be/was held
- **Why** you teach this particular class, **why** students should register, and **what** they will learn
- **Favorite aspects** of the class
- **Breakthroughs and highlights** of the class

About Images/Video:

- 1) We can post .jpg or .png files.
- 2) Include images of your work, student work, works in progress, demos, photos from the classroom, and if the facility is a draw, show that too.
- 3) Include caption information: *Title*, Artist name, Date. Medium, Photographer's name.
- 4) Indicate which image you would like to see associated with your blog post as its thumbnail. Choose a dynamic image that will draw people in and make them want to read your piece.
- 5) You need permission to use these photos. If you want to use photos you didn't take, we will send you an image release form. Image permissions for artwork have two-parts: permission from the artist and permission from the photographer. If you have questions about this, please ask us - we're happy to advise you to the best of our ability.
- 6) Images need to be of high quality - good focus, color balance, nice composition, and reasonable resolution (800 x 800 pixels minimum.) Obviously, process photos are rarely of the same quality as professional images of a finished piece - we're fine with that, but please don't submit images you know are bad or super tiny - if you know they're bad, your readers will too.
- 7) If you want to include video, please upload it to Youtube and send us the url link.

A few bits of business:

- Our newsletter posts are getting great traction on Instagram so listing on Casting Education should help you get the word out, especially if you have compelling images to share.
- We can share images of your work on the blog but if you want to share images of classmates' work, you'll need to get their permission and the same goes for demo pieces.
- We do not charge or compensate for posting content on the Casting Education Blog.
- We reserve the right to omit photos that don't meet the standards outlined above.
- We reserve the right to edit text for spelling and grammar.

We can't wait to see what you're teaching.