



# The Kiosk

January-February 2025 | June Parsons, Editor



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## Notes from Lynn:

*"Take a leap of faith and begin this wondrous new year by believing."*

*-Sarah Ban Breathnach*

I believe that this coming year will be one of LSAA's best! With the incredibly hardworking, creative, and dedicated board of directors that we have, how can it be anything else? Our success also depends on members who volunteer to work on committees and at programs and festivals. The Program Committee, chaired by Sandra Weber, and the Communications Committee, chaired by June Parsons, are especially in need of volunteers. If you'd like to become more involved with LSAA's activities and committee work during the year, please send a note to [lsainfo4u@gmail.com](mailto:lsainfo4u@gmail.com). We'll help you get on board!

Thanks to all of you who have been supportive and encouraging during my first year in office. I'll continue to give you my best.

May you have a fun, fulfilling and creative 2025!

*~Lynn Buckland-Brown*

President, Lake Superior Art Association

## MARK YOUR 2025 WINTER CALENDAR

**Art Adventures for Kids: Korea** Saturday January 11  
1:00-3:00 pm Studio 1 PWPL

**Grand opening reception for Second Story Studio**  
January 10 5:00-8:00 pm 118 B West Washington St.

**Art Talk: Adam Mowafy -- Artwork made from repurposed metal.** Tuesday January 21, 6:30-8:00 pm, PWPL Studio 1. Awards for the 2024 Visual Arts grants will be presented.

**Submit entries for North of the 45<sup>th</sup> exhibit** January 20 – March 18

**Art Adventures for Kids: Japan** Saturday February 8  
1:00-3:00 pm PWPL Studio 1

**Reception for Todd Carter exhibit** Thursday February 13  
6:00- 8:00 pm At PWPL

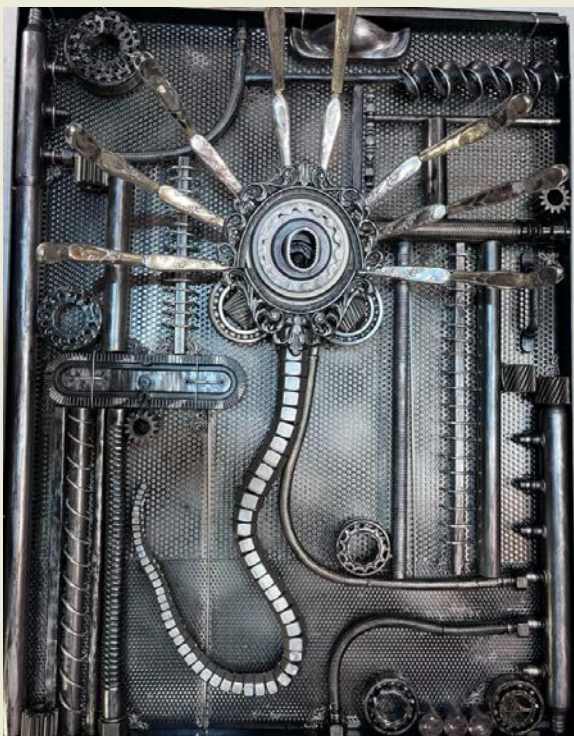
**Sip & See** LSAA members show and tell Tuesday  
February 18 6:30-8:00 pm PWPL Community Room.

**Last Day to Submit Entries for LSAA Logo Contest** Friday  
February 28 (See LSAA Logo Contest article for more info.)

**Art Adventures for Kids: Canada** Saturday March 8 1:00-3:00 pm PWPL Studio 2

**Apply for a booth at Art on the Rocks** January 1 – March 31 at [marquetteartontherocks.com](http://marquetteartontherocks.com).

Early registration begins in February for the **Fresh Coast Plein Air Painting Festival** which takes place in June [www.lakesuperiorartassociation.org](http://www.lakesuperiorartassociation.org).



Adam Mowafy Art

## ADAM MOWAFY ART TALK

Don't miss Adam Mowafy's Tuesday Art Talk on January 21<sup>st</sup>. Adam's creations illustrate an innovative approach to upcycling and recycling. "I fell into the car and car repair scene as a teenager. As I got older there was lots of exposure to spare parts and assorted junk laying around. I randomly threw some small art pieces together, but it didn't become a passionate thing until recent years." Adam will talk about his inspirations, his unique material choices, and his fabrication process. His sculptures will be on display.

## LSAA VISUAL ARTS GRANT RECIPIENTS

Awards for the 2024 grant cycle will be announced at our January 21 meeting and Art Talk. Awardees will give a quick recap of their projects.

## WHAT'S A SIP & SEE?

The February 18 LSAA program is a Sip & See. The idea of a Sip & See originated as a casual gathering to introduce a new baby to family and friends. The name comes from the idea that guests "sip" refreshments and "see" the baby.

More recently, the Sip & See concept evolved into any event where attendees sip libations and see something or someone special. The LSAA version of a Sip & See is for members to gather to sip some (non-alcoholic) punch and see the work of fellow artists.

All LSAA members are invited. Those who choose to share their work can exhibit one piece for the evening and will have a few minutes to share some insights into their techniques and inspirations.

This gathering is an awesome opportunity to meet and mingle with fellow artists. See you there!

## SUBMIT YOUR NEWS

Awards, recognitions, events, gallery receptions, stories, new media—anything of interest to other artists and LSAA members—submit your ideas to The Kiosk, [lsaainfo4u@gmail.com](mailto:lsaainfo4u@gmail.com).

## WANT TO DO AN ART TALK?

LSAA sponsors several Art Talks every year. These presentations are typically held in either the Shiras Room or the Studio of the Peter White Public Library and highlight an art topic that would be interesting to LSAA members and the Marquette community. If you have a topic for an Art Talk that you'd like the program committee to consider, email [lsaainfo4u@gmail.com](mailto:lsaainfo4u@gmail.com).

## AWARDS AND RECOGNITION



*Stare Down* by Avery Jade Graham

Congratulations to **Avery Jade Graham** for winning the People's Choice award at the LSAA Opposites exhibition. She won \$50 for her colorful entry, *Stare Down*.

Congratulations to all the artists who displayed works in the Lake Superior Art Association Member's Exhibit at the Deo Gallery this past November. **JoAnn Shelby** and **Michele Tuccini** lent their artistic talents to hanging the exhibit for judges Jake Fether, MSHS art teacher, and Joe Graci, regional artist & gallery owner. Bravo to the award-winning artists!

Best of Show: **Kathleen Conover**

First Place: **Larissa Smock**

Second Place: **Diana Magnuson**

Honorable Mention: **Taryn Okesson**

Honorable Mention: **Elizabeth Howe**

DeLoach First Time Exhibitor Award: **Meghan Bjork**



Kathleen Conover with award-winning art

**Todd Carter** has been selected to show his paintings at the PWPL Huron Mountain Gallery February through March 2025. The theme of his exhibition is *Knowing the Land*. According to Todd, "My paintings include scenery and people, mostly from the local area. *Knowing the Land* will include my artwork from the 1980s to current. It will include 14 paintings from *A Monarch Universe* collection about patterns in the universe and Monarch butterflies. *A Monarch Universe* collection includes a trade cover and electronic book published in 2007.

A reception for Todd's exhibit will be held Thursday February 13, 2025, 6:00- 8:00 pm At PWPL.



Todd Carter Art

**Diane Kribs-Mays** received the 2024 Elinor and Sam Benedict honorary award at the Bonifas Northern Exposure Show reception this past November for her leadership in the arts and cultural community. Diane is an eclectic artist who has taught classes at the Bonifas and MACC, as well as exhibiting at several galleries. Well done, Diane!

LSAA members **Taryn Okesson** and **Kurt Babcock** are hosting a grand opening reception for their new gallery Friday January 10 at 118 W. Washington St.

# An Interview with Jack Deo

By Johanna Worley

Image courtesy Jack Deo



There is a great photograph of a young Jack Deo in the October 2024 edition of the Marquette Monthly. I remember this Jack from when I was finishing up my teaching degree at NMU in the early 80s and Jack was buddies with my buddies in the art department. In the decades since, he has become a legend in the Marquette art and history scene.

Recently I interviewed Jack, looking just a bit older, in his cozy studio. He is surrounded by his favorite things: a camera collection, original prints by early Marquette photographer George Shiras, a coin-operated stereoscopic viewer, fishing lures, and his fishing boat in the next room.

Image courtesy Johanna Worley



Jack's studio is in a converted garage behind the home that he shares with his partner in creativity: his wife, Cindy. Jack says that none of the work he has done could have happened without Cindy. She worked as an educator in the Marquette Area Public Schools while he chased photographs.

Originally from the Detroit area, Jack was inspired by his high school photography teacher before moving on to NMU for college. While everyone around him was doing nature photography, he decided to concentrate on collecting antique photos—an interest that led him to amass a historic collection of old photographs from around the Upper Peninsula.

Jack opened his first studio and shop, Superior View (also the name of his website), above Doncker's candy store on Washington Street in 1978. That year, he found the first mother lode of antique photos and glass plates at a liquidation auction at B.F. Child's Art Gallery in Ishpeming. Some of the negatives were originals from the 1860s.

Image courtesy Ashley Erickson



Jack continues to be “gifted” with carousels of old slides, collections donated from families who don't know what to do with them. One such collection was from the Nara family in Calumet, who found a sauna packed with old images from the early 1900s. Jack backed his truck up and loaded all he could. Some amazing finds included original photos of the Italian Hall disaster and the mining strikes in the Copper Country.

Jack continues to take photographs, too—now mostly with his phone. Although he was “not into digital and fought it for a long time,” he has come around. He uses his “good” cameras to shoot for commercial and magazine jobs.

Jack has had his own photos in Art on the Rocks, and he and Cindy both submit artwork in the Lake Superior Art Association member show at the Jack and Cindy Deo Gallery every year. This year, his photograph featured his granddaughter’s tongue covered with sprinkles. Her second-grade class attended the show so she could share the art with her classmates! Jack and Cindy have been involved as volunteers in the LSAA and Art on the Rocks. Jack was president of LSAA for many years.

One of the highlights of Jack’s collecting has been interviewing and filming local folks who have lived through the experiences shown in his photographs. One of Jack’s favorites is local legend Frank Matthews Sr., who died in 1985—but not before Jack was able to film him telling his stories. For two hours, Frank told stories in front of his house about his life growing up down the road from the historic Jackson Mine.

Recently, a collection of Jack’s work, “Standing Still,” was featured at the DeVos Art Museum. For the show, he scanned hundreds of wet plate negatives and glass plates with his trusty Epson inkjet printer.



Image courtesy Jack Deo

He is also able to scan stereoscopic cards, filmstrips, and slides. He has digitized at least 30,000 images and has them organized on his website, which has been online since 1999. He can no longer add to the website. With the help of an intern from NMU, Jack has been archiving the collection of NMU historical images and photos from the Marquette Regional History Center.

Jack has also been collecting old film shorts, including the delivery of the Snowshoe Priest sculpture to the UP. He will have a surprise clip as the finale of *Legends and Lore 2*, a collaboration with Jim Koski for the Marquette Regional History Center scheduled for 7 p.m., Thursday, January 25 in the Kaufman Auditorium.

**SUPERIOR VIEW**  
GALLERY HISTORY IMAGES PRODUCTS SERVICES ORDER

**IMAGE INDEX**  
SELECT IMAGE CATEGORY OF INTEREST →

**FISHING**

- Commercial & Misc.

**HUNTING & WILDLIFE**

- Hunting & Wildlife

**MARITIME**

- Ferries
- Freighters
- Lifesaving/Diving
- Lighthouses
- Misc.
- Passenger Ships
- Sailing Ships
- Ship Wrecks

**OCCUPATIONS**

- Copper Mining
- Farming
- Fire
- Iron Mining
- Logging
- Military
- Medical/Religion/Funerals
- Misc.
- Music
- Police
- Saloons & Breweries
- Saw Mills
- Stores & Markets
- Teaching

**PEOPLE**

- Children
- Entertainment

**PEOPLE (cont.)**

- Famous
- Humorous
- Native Americans
- People
- TV & Movies

**SPORTS**

- Baseball
- Basketball
- Football
- Hockey
- Misc.
- Winter Sports

**TOWNS**

- Michigan A-Z
- Out of State

**TRANSPORTATION**

- Automobiles
- Aviation
- Bicycles
- Motorcycles
- Gas / Dealerships
- Horses
- Railroads & Depots
- Street Cars

Call Toll Free: 800.915.2216  
email: superiorview@viewsofthepast.com

**SUPERIOR VIEW**  
825 Clark St.  
Marquette MI 49855

**SUPERIOR VIEW**  
VIEW OF THE PAST

Image courtesy Jack Deo

Jack and Jim have done seven shows for the MRHC. He enjoys partnering with Jim and said they both bring their own flavor to the shows they do together. “Photos lead to stories,” Jack said. “Jim has stories that need photos, I have photos that need stories.”

Finally, I asked Jack if he has any lifetime goals in mind for his own photos and those in his collection. He has been working extensively with the intern from NMU and folks at the MRHC and wants to “grab these young people to get involved” with the images.

Ultimately Jack would like to put on an extensive show of his body of work and find a local permanent home for his digital collection.

Jacks’ friend, Frank Matthews, said years ago, “If we forget our past, there is no use looking ahead”. It has been Jack Deo’s mission to not let us forget the past of the U.P. and does it with an artist’s eye.

# Exhibits, Classes, Etc

## CLASSES WITH MARLENE

Oil Painting, Pastels, and Drawing Classes with **Marlene Wood** every Tuesday 1:00 at the Marquette Arts and Culture Center of the Peter White Public Library. Bring your own supplies. \$20 per class.

## PETER WHITE PUBLIC LIBRARY GALLERY SCHEDULE

January-February: **Todd Carter** exhibit, *Knowing the Land* (acrylic on canvas) Huron Mountain Club Gallery

January-February: **Emily Weddle & Meredith Weddle D'Amore** exhibit *Second Nature* (mixed media) Deo Gallery

## DEVOS GALLERY SCHEDULE

**January 17 – March 29:** NMU School of Art & Design Faculty Biennial. Opening reception January 17 from 6:00-8:00 pm.

The 2025 Faculty Biennial Exhibition highlights a diversity of creative achievements by participating faculty from across the School of Art and Design.

The show features the following artists Tom Adolphs, Daric Christian, Tim Cleary, Alex Fekete, Jessie Fleury, Brian Kakas, Emily Lanctot, Stephan Larson, Christine Lenzen, Michael Letts, Gabrielle McNally, Jane Milkie, Christopher Lander Moore, Jason Schneider, Tracy Wascom, and Dale Wedig.

**Friday, March 21** at 1:00 pm – “Still Alive”:  
Metamorphosis of Dutch Baroque Still Life in Japanese and American Art, a talk by Dr. Mitsutoshi Oba.

## CALL FOR ART: NORTH OF THE 45TH 2025 Annual Upper Midwest Juried Exhibition

**Eligibility:** Open to MI, MN, and WI residents, 18+, living north of the 45th parallel + 1 degree. The exhibition represents artists residing in the Upper Midwest region. Work in all media made in the last three (3) years is welcome. Work previously exhibited at the museum is not eligible.

**Submissions:** Submissions accepted beginning January 20, 2025. The deadline to submit is March 18. All entries must be submitted by creating an account at [devos.slideroom.com](https://devos.slideroom.com). There is a \$20 fee to submit 1-5 images; the juror will select specific artworks for the exhibition based on submissions.



## ART ADVENTURES FOR KIDS

LSAA is pleased to sponsor a series of art adventures for kids based on themes from around the world. The hands-on workshops are open to young artists ages 8-12. There is no charge for attendance and all supplies are provided.

**Jenny Cho** will teach the January adventure, helping participants create traditional Korean mulberry-paper collages.

**Michele Tuccini** will instruct children in the art of making Japanese fish prints in the February session.

**Lynn Buckland-Brown** will lead the March workshop in Inuit printmaking of Cape Dorset, Canada.

## LSAA VISUAL ARTS GRANT

Another LSAA initiative is a program to provide grants for any person, group, or organization, in the county that needs financial assistance to purchase art supplies. Five thousand dollars in grants may be awarded annually.

All parties requesting financial support must complete the Lake Superior Art Association Grant Request Form. The deadline for grant submissions is November 1st of each year. Successful applicants will be notified during the month of January. Application forms and more information at [lakesuperiorartassociation.org](https://lakesuperiorartassociation.org).

## WANT TO SHARE YOUR KNOWLEDGE?

The Kiosk is a great source of information for LSAA members. Do you have an art topic that's near and dear to your heart? Is there a topic for a Kiosk article that might help you improve your technique or help sell your art? The Kiosk is accepting submissions for articles. Even if writing is not your thing, feel free to suggest topics for articles! Email ideas to [lsaainfo4u@gmail.com](mailto:lsaainfo4u@gmail.com).

## WANTED: TADYCH'S SLIPS

LSAA is still collecting **Tadych's Marketplace receipts** for the "We Share" program for non-profits. Twice a year, LSAA turns in our saved receipts for cash. Please mail your slips to LSAA, P.O. Box 9, Marquette, MI 49855 or deposit slips in the drop box on the pedestal across from the Deo Gallery in the PWPL.

# LSAA Logo Contest



The Lake Superior Art Association is looking for a new logo! Yes, it is time for an updated logo for LSAA, Inc., more popularly known as the Lake Superior Art Association. The logo contest is open to all artists, with a \$500 prize to the artist who creates the logo selected to represent the

organization. Additional awards will be presented for runners up.

LSAA is seeking a professional, creative, stylized logo that references our organization's mission to promote Marquette county artists and visual arts, such as painting, drawing, sculpture, ceramics, and photography. The logo may be used for a variety of promotional materials such as letterhead, brochures, website banners, social media, business cards, signage, and branded merchandise.

The deadline for entry is midnight, February 28, 2025. Contest results will be announced in March 2025.

The Lake Superior Art Association welcomes your interest in creating its new logo! Please carefully review the following guidelines.

## LOGO DESIGN SPECIFICATIONS

The logo should reflect the mission of the Lake Superior Art Association “to promote and encourage development of visual arts and artists in the Marquette County area.” LSAA encompasses a wide variety of visual arts, including drawing, sculpture, ceramics, textiles, and photography, and would like to avoid a logo that suggests that its focus is on painters.

The logo will be used across multiple web platforms and must be flexible enough to use in multiple iterations of sizes and color formats. The winning logo will be easy to manipulate, resize, and transfer for all purposes of reproduction.

We prefer a horizontal layout, with dimensions conducive to use in website banners, social media, business cards, posters, and brochures.

The color version of the logo should also work when converted to black and white. Logos with color gradients and half-tones are not advised.

Competition entries must be submitted as a JPEG file and as a scalable vector graphic (SVG).

The logo must include the name of the organization, LSAA, Inc. in a standard typeface or outline font.

## INTELLECTUAL PROPERTY

By submitting a competition entry, entrants affirm that their entry is their own original work, is not derivative in nature, and does not violate the intellectual property rights of any other individual or entity.

The winning submission becomes the property of LSAA and may be used for any LSAA purpose, including, but not limited to, its website, social media sites, promotional materials, and LSAA merchandise.

LSAA shall have the right to modify or edit the winning submission.

LSAA reserves the right to choose not to use a winning entry.

If the winner of this competition is determined to have violated any contest rules, the entrant will be required to forfeit or return the prize.

## SUBMITTING ENTRIES

Each artist may submit one entry.

The deadline for entry is midnight, February 28, 2025.

There is no fee for entering this contest.

All entries must be submitted electronically.

Include four versions of the logo:

- Color JPEG
- Black and white JPEG
- Color vector (SVG)
- Black and white vector (SVG)

Zip your JPEG and vector files into a single file with your name and “Logo Contest [Your name]” as the title.

Attach the file to an email addressed to [LSAAinfo4u@gmail.com](mailto:LSAAinfo4u@gmail.com)

In the body of the email message, include your name, telephone number, and a brief description of your vision for the new logo.

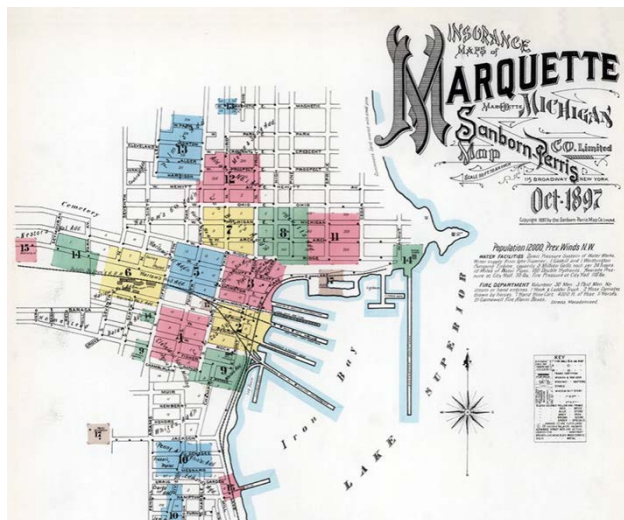
## JUDGING

Entries will be judged anonymously by members of the LSAA board of directors.

The winning artist will be notified in March of 2025.

# Marketing Your Art Online

Marquette is a small town. Population: about 20,000. Median Age: 30. Median income: \$25,000. Those statistics from census.gov point to a limited art market. But there's the Internet! Does that provide a way for local artists to reach a broader clientele? Can artists in Marquette reach out to a global market of art collectors?



According to Statista, in 2023, the global art market was valued at approximately \$65 billion. Online art sales accounted for about \$11.8 billion, representing 18% of the total market value. Traditional in-person sales, including those conducted through galleries and auction houses, comprised the remaining 82%, or roughly \$53.2 billion.

The Internet offers a platform for artists to reach a global market. That sounds enticing, but a global market also means global competition. There are literally millions of artists offering their work online. Whether you care to join the fray full on, or if you prefer to take a more gradual approach, this article is intended to provide an outline of online options available to artists, and some basics on how to use them effectively.

We interviewed local artist **John French** for his insights. As LSAA's Web manager and as an artist who has been using online platforms since 2009, his experience with online art sales provides great perspective about the online art market.



Image courtesy June Parsons

## YOUR PROFESSIONAL WEB SITE

**Establishing a professional website is a basic first step for extending your market.** Your website should function as a digital portfolio by showcasing your best work, provide a captivating artist statement, and include your contact information. "I've been selling art online since about 2009," says John French, "It's highly recommended that artists create their own site. I can't stress this enough."

You can create a basic site free using Google sites, or you can fork over a small monthly fee to a hosting service, such as Bluehost or GoDaddy, that provides drag-and-drop tools for creating sites. Be sure to optimize your site for mobile devices. Typically, the tool you use to create a Web site will also generate a format for tablet and mobile devices, but it is a good idea to test your site on various devices.

If you don't feel comfortable tackling Web technology, get a tech-savvy friend to help you. You might also check out FASO (Fine Art Studio Online) or Art Store Fronts, template-driven drag-and-drop platforms for setting up a Web site with basic ecommerce capability and on-demand printing for art prints. These platforms currently cost \$12/month and up. You might also hire a professional Web site developer, but the cost can range upwards of \$1,000.



Your professional Web site is the hub of your online efforts. **The idea is to use email, social media, and in-person contacts to drive clients to your Web site, where they can see your work and purchase it.**

To make purchases seamless, you might want to equip your Web site with ecommerce capabilities so that clients can select a work and pay for it with a credit card, PayPal, Apple Pay, or Venmo. An ecommerce site involves additional time and expertise to set up the ecommerce portal and payment options. Until you are ready to do that, you can ask clients to email or call you with orders.

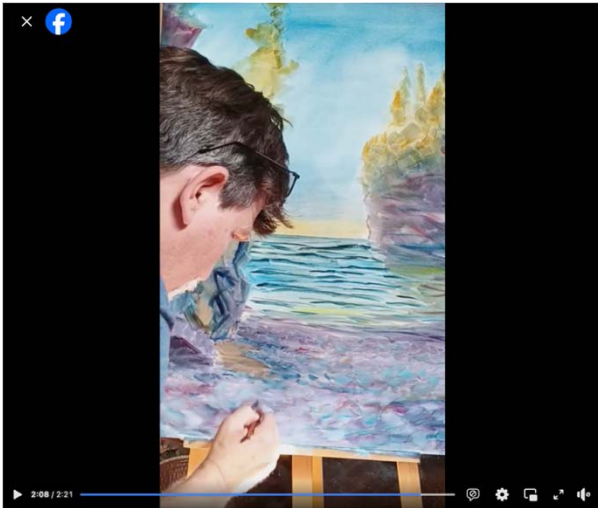


## SOCIAL MEDIA

Social media platforms like Facebook, Instagram, TikTok, and Pinterest can be useful for artists. Use these platforms to share images and videos of your work, behind-the-scenes content, and updates about exhibitions, awards, and new projects. Consistent posting and engaging with followers through comments and direct messages can help to build a loyal fanbase.

But social media may be losing its effectiveness. As John French points out, “Recently, there have been many complaints about artist pages getting less and less attention from their followers. There are complaints that Facebook and Instagram are putting too many paid ads in users’ timelines ahead of those they follow. I’ve noticed myself that my posts don’t get as many ‘likes’ or comments as they used to.”

Consider ways to get creative about your posts. Your canvases might be static, but your process is dynamic. **You might find ways to incorporate videos in your posts.** As an example, John French posted a time lapse video of painting the cove on Presque Isle.



Posting to an array of social media sites can take lots of time—time that you might prefer to spend on an actual work of art. **There are tools that allow you to create one post and automatically distribute that post across multiple platforms.**

These tools also allow you to schedule posts to go live at future dates, so you can spend a couple of hours creating the posts for the next two weeks, schedule when you want them to go live, and not have to worry about your social media for a while.

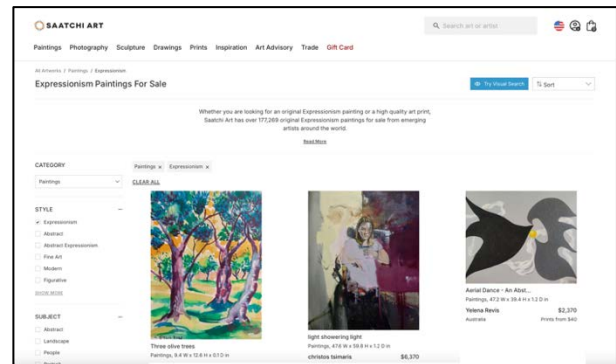
Tools such as Hootsuite, Buffer, Later, and Canva offer free and paid plans that can save time that you might spend uploading the same post multiple times.

When creating posts for social media, remember that your ultimate purpose is to drive prospective buyers to your Web site or to contact you to make a purchase. Artists have mixed ideas about the most effective approach. Some artists take the direct approach by posting a work, its size, and price. Other artists prefer a

soft sell approach—posting a work along with a story about it and a link to their art site where additional works are displayed, along with information about the artist, and easy purchase instructions.

## LEVERAGE ONLINE MARKETPLACES

Platforms like Etsy, Behance, Saatchi Art, Redbubble, and Society6 allow artists to sell their work to a wide audience. These marketplaces often have built-in search and recommendation systems that can help potential buyers discover your art. On these platforms, you’ll want to optimize your listings with detailed descriptions, relevant keywords, and high-quality photography to increase visibility.



Although these online platforms may sound similar to brick-and-mortar galleries, there is a significant difference in the number of artists that are included. Whereas your local gallery might host a dozen artists for buyers to choose from, Etsy, Behance, and similar sites host more than a million artists.

“Sales sites like Etsy, Fine Art America, and Saatchi are crowded with lots of competition,” explains John French, “It’s easy to get drowned out by the more established artists, but it doesn’t hurt to try!” Before committing to one of these online galleries, take some time to browse the listings to discover how your work might fit in. Would your work appeal to buyers who are seeking the type of art currently posted on the site?

## DON’T FORGET EMAIL MARKETING

Surprisingly, old-fashioned email newsletters are an inexpensive and powerful tool for nurturing relationships with collectors and prospective buyers. Regular updates about new artworks, exhibitions, and special promotions can keep your audience engaged. **Use email marketing platforms like Mailchimp or ConvertKit to manage your subscriber list and create visually appealing campaigns.**

Substack is another excellent platform that provides tools for creating, distributing, and monetizing content through subscription-based models. You can collect subscribers free or require payment. Fee-based subscriptions are potentially a source of revenue for artists who are willing to provide saleable content in addition to their artwork...tips on techniques, notes on art history, or “insider” information about art and artists.

Use your email software to create an email list specifically for your art clients. You can collect email addresses from several sources:

- Place a signup form prominently on the homepage of your Web site, blog, or contact page.
- Use a “Sign Up” button on social media platforms such as Facebook or include a link in your Instagram bio.
- If you sell art on platforms like Etsy or Saatchi Art, include links to join your email list.
- Offer an incentive for joining your mailing list, such as free downloadable art wallpapers or e-books.
- Offer a discount off their first purchase to people who sign up for your mailing list.
- Offer sneak peeks of new collections or early access to sales and exhibitions.
- Enter subscribers into a raffle to win a print or small artwork.

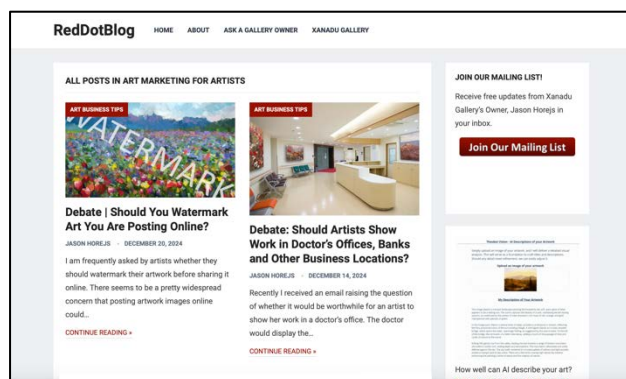
## TO BLOG OR NOT TO BLOG

In today’s art market, it is not just about the quality and subject of your art. Prospective buyers often want to feel that they know you as a person and as an artist. Blogs provide a vehicle for sharing insights into your creative process, which can help build a deeper connection with your audience.

A blog contains a series of posts, usually in reverse chronological order with the most recent one on top. Blogs can contain images and video clips as well as text. Most Web site platforms include a tool that you can use to make blog posts.

You can also use blogs in conjunction with email marketing. Most blogging tools provide a way for your fans to subscribe to you blog by providing their email addresses so that they get an email notification and link every time you make a new blog post.

Blogs require commitment, however. Once you start a blog, it is bad form to abandon it.



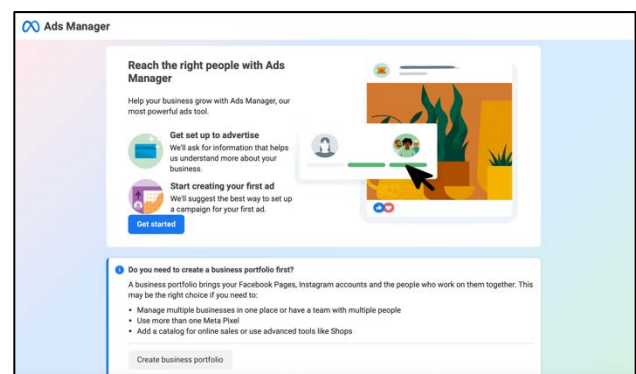
## WHAT ABOUT PAID ADVERTISING?

Online advertising works on a per click basis. You set a daily weekly, or monthly ad budget, say \$20. The minimum cost per click is about 25 cents. So, your \$20 budget would cover eighty people clicking your ad.

A 2023 report from RedDotBlog detailed an experiment where \$58,000 was invested in social media art advertising on platforms such as Instagram and Facebook. That investment resulted in about \$205,000 of art sales over a 15-month period. The average price point for the works that sold was \$212, with the highest single sale reaching \$3,200.

**If you look at the return on investment based on the social media experiment, you might expect to spend about \$50 in advertising to sell a \$200 work.** Subtract that cost, plus the cost of shipping and supplies, and you might wonder if social media advertising on platforms like Facebook and Instagram is effective for promoting your art to targeted demographics.

If you are interested in giving targeted advertising a try, experiment with different ad formats, such as carousel ads showcasing multiple artworks or video ads highlighting your creative process. The top three platforms for art ads are currently Instagram, Facebook, and Google. Ads for Instagram and Facebook are handled by Meta.



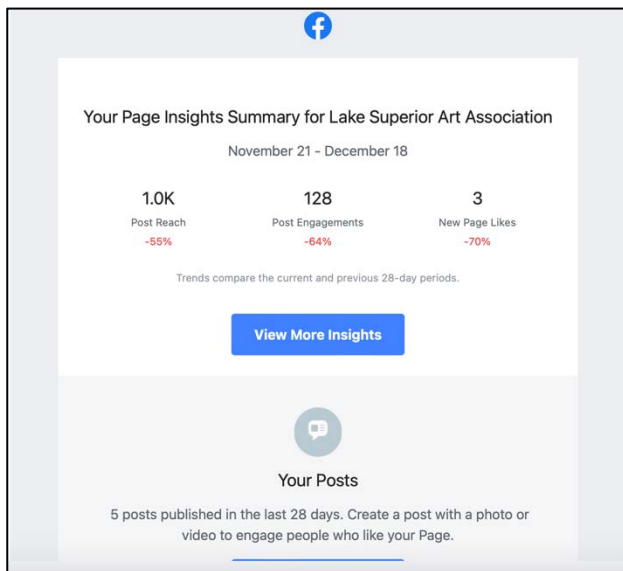
Before diving into targeted social media advertising, be sure that you have a clear method for selling to remote buyers. Do you have a Web site where they can find details about the work in which the buyer is interested? Do you have a method of securely collecting payment information? Can you supply information about shipping? Do you have clear policies about returns? Do you make buyers clear about copyright—for example, do you retain the right to make and sell cards or prints of works that you’ve sold?

## USE ANALYTICS

Analytics include statistics about who, what, when, and where your online efforts are performing. Who are you connecting with? Participating in online art forums, Facebook groups, and Reddit communities related to your artistic niche can help you build credibility in the art world, but who are you interacting with? While it's great to get likes and positive feedback from other artists, they are not typically the clientele that is going to purchase your work.

Who is the target buyer for your work? There were some tips about this question in last month's Kiosk. The lesson here is to not limit your online presence to interactions with other artists.

You can track some aspects of your online performance using tools like Google Analytics, Instagram Insights, or Pinterest Analytics. These analytics can help you understand how many "hits" you are getting on various platforms and with various types of posts.



Based on the analytics, you may be able to tell if your video posts are reaching a wider audience than your photo posts; or if you get more hits on Instagram than on Facebook. Understanding what content resonates with your audience will help you refine your marketing strategies and focus on what works best.

## RESOURCES:

RedDotBlog at [www.reddotblog.com](http://www.reddotblog.com). Jason Horejs writes some great posts on topics such as "Should you watermark art?" and "Should you exhibit in doctor's offices?"

Rose Frederick has some great tips for artists on her Web page: [rosefredrick.com/how-to-market-your-art-online/](http://rosefredrick.com/how-to-market-your-art-online/)

There's lots of food for thought in the articles on [www.artbusiness.com/artists.html](http://www.artbusiness.com/artists.html)

## STAY ALERT AND BE AWARE

Be aware that there are scammers out there. Once you have an online presence, you are vulnerable to people who are fishing for your bank account information, take money for posting nonexistent reviews, and copy works that you've posted. Once your art is online, you will need to protect yourself. Here are some tips:

**Protect Your Work:** Use watermarks. This is VERY IMPORTANT. Before posting an image of your work, insert a watermark or several so that a screenshot of your work becomes difficult to reproduce. Yes, there are photoshop tools for blotting out watermarks, but it's an extra effort for copyright thieves.



**Verify Buyers:** Research buyers thoroughly and avoid unusual payment methods.

**Use Trusted Platforms:** Work through established art marketplaces or galleries.

**Be Skeptical:** Avoid deals that seem too good to be true.

**Avoid Upfront Payments:** Be cautious with anyone asking for money before providing a service or sale.

**Ignore offers to buy your work as NFTs.** The NFT market is filled with scammers.

**Protect your personal information:** Don't reveal your social security number or banking information.

## SO...

Effectively marketing your art online is a job. It takes effort. As John French points out, "It absolutely is not easy and it's not a source of quick, passive income for most artists." But online marketing can be effective, and it can be rewarding.

It requires stick-to-it-ness. Results might not show up in the first week, or the first month. Make a plan for a year and use analytics to evaluate your success and improve your plan as the year progresses.

Let us know how your online efforts are progressing. The Kiosk will be happy to pass along your tips to our readers!

# Artist Resources

## **U.P. ARTS AND CULTURE ALLIANCE**

The Upper Peninsula Arts and Culture Alliance (UPACA) is a 15-county group comprised of Artisans and art organizations, historians, and culture bearers, as well as allies in related sectors such as tourism and recreation, local and regional government, and economic development. You can find lots of art resources at <http://www.upacalliance.com/> and follow on Facebook.

## **UPACA ARTIST DIRECTORY**

The U.P. Arts & Culture Alliance has a website that lists local artists. You can sign up at [directory.upacalliance.com](http://directory.upacalliance.com) and create an account, then log in and go to the Artist link on the dashboard to complete your artist profile.

## **MQTCOMPASS**

The MQT Compass is currently the go-to website for information about what's happening in the local art world. Check out the Community Calendar by date for art exhibits, classes, and events. Find opportunities to display your art. [www.mqtcompass.com](http://www.mqtcompass.com).

## **DEVOS ART MUSEUM**

Here you can find information about current exhibits and calls for art that will be juried and hung in the Devos Art Museum on the NMU campus. Here's the link: [nmuartmuseum.com](http://nmuartmuseum.com).

## **MARQUETTE MICHIGAN ARTISTS AND FRIENDS FACEBOOK GROUP**

Follow this Facebook group for notification of wide-ranging activities in art, music, and creative writing.

## **LAKE SUPERIOR ART ASSOCIATION FACEBOOK GROUP AND PAGE**

LSAA has a Facebook GROUP and a Facebook PAGE. Follow these two Facebook leads for up-to-date information on LSAA programs, Art Talks, calls for art, and special events. To follow, search for Lake Superior Art Association on Facebook.

## **LAKE SUPERIOR ART ON INSTAGRAM**

LSAA has an Instagram feed! To follow look for LakeSuperiorArt on Instagram.

## **ART FAIR CALENDAR**

If you're thinking of taking your art on the road, check out the list of art shows here: [www.artfaircalendar.com](http://www.artfaircalendar.com). You can use the links on the side of that page to find the best juried shows, shows in Michigan, or shows in Florida.

## **ART MATERIALS**

When Michaels doesn't have the art materials you need, head online to [www.dickblick.com](http://www.dickblick.com) or <https://www.cheapjoes.com/>. They are the go-to source for artists of all levels.

## **PENINSULA SCHOOL OF ART FIRST FRIDAY CRITIQUE**

This free monthly Critique Group invites artists of all levels and backgrounds to reserve a 30-minute virtual block to share in-progress or finished work, to share viewpoints, and learn from other artists. A 30-minute session is free. More info here: <https://www.peninsulaschoolofart.org/critique-group>

## **ILO**

ilo (*noun* Finnish origin; joy, happiness, delight) is a great little art supply store and gift shop in Hancock, MI. If you are up that way, leaf peeping or hiking or visiting, it is a treat to stop in this cute shop. Ilo not only has art and craft supplies but also offers classes to both children and adults. Upcoming classes include a mixed media Leaf Drawing class on November 9, a Copper Moon watercolor class on November 9, and on November 16 a class will be taught on painting the northern lights in acrylic. It also has a great selection of children's books as well as art books. You can visit or shop online!