



CULTURAL COUNCIL OF SANTA CRUZ COUNTY  
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## **“Blog with a Purpose” A Workshop to Help Artists Turn Their Blog into a Money-Making Webpage**

~~Friday, February 12<sup>th</sup>, from 1:00 p.m. to 4:30 p.m.~~  
(to be rescheduled – check [www.ccsc.org/grants](http://www.ccsc.org/grants) for new  
date/time/location)

**Cultural Council office, 2400 Chanticleer Avenue, Suite G, Santa Cruz.**

The Cultural Council of Santa Cruz County is partnering with digital media artist, storyteller and filmmaker, Nada Miljkovic, to offer an informative and hands-on workshop on creating a presence on the World Wide Web.

There are many reasons to blog; successful bloggers know in advance what they want to achieve. Workshop participants will have the opportunity to walk away with their own “blog/site.” The content of the workshop will include examples of current websites for the various genres of art such as visual arts, performance arts, and literature. Attendees will learn how to formulate and organize the various components of a successful website and go through the step-by-step process of building a blog to advertise a show, sell tickets, develop audiences, and promote and sell their work.

Come prepared with answers to the following questions:

- What do you want to do with your blog/site?
- Do you want it to make money? How much? Enough to pay for hosting or more?
- Do you want it to establish your reputation? Develop an audience?

Bring web-ready images or videos to post on your blog, a mission statement, artist statement, resume, or your bio to post on your blog.

**Cost: \$25, including supporting materials and print-outs. Seating is limited.** Advance registration is required. **Registration deadline: Friday, January 29 2010.**

### **Two ways to register:**

By phone: Call (831) 475-9600 x 16 to register with credit card.

In person: Drop by our office to make a payment by cash, check or credit card.

For more information, please contact [grants@ccscc.org](mailto:grants@ccscc.org) or (831) 475-9600 x 16.

**WHO: Individual Artists.**

**WHEN: Friday, February 12 from 1:00 p.m. to 4:30 p.m.**

**WHERE: Cultural Council office, 2400 Chanticleer Avenue, Suite G Santa Cruz.**

About Nada Miljkovic: Nada is an activist artist researching and exploring new media forms that inspire understanding and tolerance across diverse cultures. She began her blogging and website career (with video and audio podcasts) in 2007 during her studies for a Masters in Art in Digital Arts and New Media at UCSC with the [DANMite](#) blog, the [Art Technology and Culture](#) Colloquium and her own [miljkovic.org](http://miljkovic.org) website. Currently she is using blogging for her radio show, [Artists on Art](#), as an archive and multi-media space for her guests. Nada, as member of [Awake Media](#), has recently produced a series of workshops about blogs and e-marketing for Open Studio artists. She works in digital video and net-art, radio, and performance.

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**About the Cultural Council:** The Cultural Council of Santa Cruz County leads and advances the arts by providing funding, advocacy and support to artists and arts organizations without regard to race, color, creed, religion, national origin or ancestry, citizenship, sex, sexual orientation, gender identity, marital or veteran status, political opinion, age, disability or medical condition, or any other status or characteristic protected by federal, state or local law.