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THE UNIVERSITY
of
WISCONSIN
MADISON

SCHOOL OF THE ARTS at RHINELANDER



Founded in 1964



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MADISON

Blacksmithing or BUST!

William and Jason



SCHOOL OF THE ARTS at RHINELANDER



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THE UNIVERSITY
of
WISCONSIN
MADISON

- One week arts program for adults.
- Over 60 workshops in visual art, music, photography, writing, theatre, folk art.
- Last year, 309 students enrolled from 52 Wisconsin counties and 11 different states.





THE UNIVERSITY
of
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Know your Audience

- Who are they?
- Why are they here?
- Why are they listening?



The “Fantastic Four”

1. What do I want from my audience?
2. How will I make that happen?
3. What obstacles do I face?
4. What do I expect they will take away?



What do I want from my audience?

Product?

Registration?

Funding?



How will I make that happen?

Structure

Content

Style



What obstacles do I face?

External
Programmatic
Me



What do I expect them to take away?

Product?

Registration?

Funding?



Questions ~ Comments

