



CENDANA ARTS WRITING MASTERCLASS AND MENTORSHIP PROGRAMME FREQUENTLY ASKED QUESTIONS (FAQ)

Q: What is the CENDANA Arts Writing Masterclass & Mentorship Programme

A. The Arts Writing Masterclass and Mentorship Programme is aimed at emerging art writers and young arts critics just starting out who want to explore and refine their skills in the field of art criticism including performing arts, visual arts, music, craft, and more. It hopes to support and stretch the efforts of writers in enhancing appreciation for Malaysian arts and cultural activities, in preserving the arts and creating a more vibrant arts scene in Malaysia.

Q: Who can apply?

A. Eligible applicant(s):

- Malaysian citizens who are emerging art writers, and young arts critics just starting out who want to explore and refine their skills in art criticism/ arts writing;
- Able to communicate and write in English and/ or Bahasa Malaysia;
- Applicants should provide tangible track record of a minimum of one (1) year's past writing projects and/ or artistic work to support their applications.
- Successful applicants must be available to attend the full twelve (12) hours Arts Writing Masterclass spread across three (3) days and complete any assignments provided throughout the duration of the masterclass from **8th – 10th October 2021**.
- Please note that the number of online seats available in this workshop is limited, and an evaluation process will take place upon submission of applications.

Q: Who will select the successful applicants?

A. The applications will be reviewed by CENDANA's selection panel.

Q: How long do we have to wait before we know if we are selected?

A. Applicants will be notified on their successful/unsuccessful application via email confirmation no later than **15th September 2021**.

Q: Can we apply for CENDANA's other funding programmes if we are selected for the CENDANA Arts Writing Masterclass and Mentorship Programme?

A. Yes, you can as this programme is not a funding programme.

Q: What is the timeline for this programme?

A. The programme has 2 phases which will commence based on the following timeline:

- **Phase 1:** 8th – 10th October 2021
- **Phase 2:** 25th October 2020 – 28th February 2022

Q: What is the difference between Phase 1 and Phase 2?

A. In Phase 1, participants who submitted their applications will be vetted against the criteria in the Terms of Reference (ToR) and a maximum of one hundred (100) participants will be selected to go for the Arts Writing Masterclass. In Phase 2, twenty four (24) potential writers will be identified by the mentors from the participants in Phase 1 to go forward into Phase 2.

Q: What is the number of participants selected?

A. The workshop will be able to accommodate a total of **one hundred (100) participants** for Phase 1 and **twenty four (24) selected participants** will be selected for Phase 2 based on the 500 – 800 words article brief written by participants from Phase 1 of the programme.

Q: What does CENDANA cover?

A. CENDANA will support through the following:

- Arts Writing Masterclass on arts writing for twelve (12) hours across three (3) days;
- Coordination of mentorship throughout both phases of the programme;
- Payment as per the agreed market rate for each article published during Phase 2 of the programme on CENDANA's BASKL website only for the selected articles by the mentees;
- Mentorship support throughout both phases of the programme;



- Digital platforms for both phases of the programmes; and
- Publicity on the published articles.

Q: What is the structure of the Masterclass in Phase 1?

A: Participants attend a total of twelve (12) hours of compulsory Arts Writing Masterclass sessions, divided across three (3) days.

Q: What is expected from successful applicants for Phase 1 (Masterclass) of the programme?

A: The Successful Applicant for the Arts Writing Masterclass Programme (Phase 1) are expected to:

- Be prepared to attend the full twelve (12) hours spread across **three (3) days, Arts Writing Masterclass from 8th-10th October 2021**, and complete any assignments provided throughout the duration of the masterclass.
- Commit time for the **Arts Writing Masterclass and Mentorship Programme** and any post-event follow-ups from CENDANA.

Q: Who will be selected for Phase 2?

A: Twenty four (24) participants will be selected based on the article of 500 – 800 words written based on the brief given to participants and submitted for review and selection as mentees for Phase 2 of the programme.

Q: What is expected from selected applicants for Phase 2 (Mentorship) of the programme?

A: The Selected Applicant for the Arts Writing Mentorship Programme (Phase 2) are expected to:

- Attend all sessions and mentorship engagements throughout Phase 2;
- Commit to writing two (2) articles of 800 – 1,200 words monthly throughout the four (4) months duration of the mentorship programme from **25th October 2021**; and
- Indicate willingness to provide critical feedback and overall review for the programme's enhancement.

Q: In Phase 2, do the writers get paid for the articles produced?

A: Yes, if the articles produced are deemed fit, it will be selected for publication and paid according to the market rate by CENDANA.

Q: What about Phase 1, if any articles are produced does it get paid?

A: No, as during Phase 1, any articles produced is part of the assignment and **is not paid**.

Q: Do selected applicants have to sign a commitment agreement with CENDANA to attend the Masterclass?

A: Yes, applicants who have been selected will have to sign a simple agreement with CENDANA as the workshop is free and we want to ensure that the selected participants undergo the full programme. We would also need to track and monitor the progress of the programme implemented.

Q: What if I can only attend one (1) or two (2) days of the Masterclass and not all three (3) days.

A: Participants are expected to attend all three (3) days of the masterclass if you do not attend all three (3) days hence you will automatically be ineligible to be considered for the Mentorship phase of the Programme.

Q: Do selected Mentees have to sign an agreement with CENDANA for the Mentorship Phase of the programme?

A: Yes, Mentees selected will have to sign an agreement with CENDANA as commitment to undergo the four (4) months mentorship programme and fulfil the deliverables of the programme as the programme is free and we want to ensure that only committed and deserving individuals have an



opportunity to undergo mentorship and earn some income from their writing. We would also need to track and monitor the progress of the programme implemented.

Q: What if I cannot complete the Mentorship phase and have to leave half way?

A. All the participants selected will have to sign an agreement with CENDANA hence if the participants leave half-way through the Mentorship Phase then the terms and conditions of the agreement will be in effect and there is a possibility that the participant have to refund the cost for participating in the mentorship phase of the programme. Hence participants selected for the Mentorship phase have to be very sure that they can commit time for the second phase and commit to producing the deliverables as required during this phase.

Q: What is expected from successful applicants after the programme is completed?

A: Applicants are expected to:

- Complete CENDANA's Evaluation Survey for each phase of the programme.
- Applicants to submit a total of eight (8) articles as assigned throughout the four (4) months mentorship programme after incorporating inputs/ feedback from Mentors and Editors.