

# TERMS OF REFERENCE

## PROFESSIONAL DEVELOPMENT PROGRAMME CALL FOR APPLICATIONS

### CENDANA ARTS WRITING MASTERCLASS AND MENTORSHIP PROGRAMME 2021

#### OVERVIEW OF TIMELINE

Arts Writing Masterclass and Mentorship Programme				
Call for applications	Deadline for registration	Notification to Participants	Masterclass (Phase 1)	Mentorship (Phase 2)
26 <sup>th</sup> July 2021	<b>30<sup>th</sup> August 2021</b>	15 <sup>th</sup> September 2021	8 <sup>th</sup> , 9 <sup>th</sup> & 10 <sup>th</sup> October 2021	25 <sup>th</sup> October 2021 – 28 <sup>th</sup> February 2022

#### **1. Introduction**

CENDANA is organising the **Arts Writing Masterclass and Mentorship Programme 2021** in an effort to empower the art communities, which fulfils CENDANA's '*Empowering the Communities*' strategic pillar and '*Cultural and Creative Education: Create a Creative Workforce*' building block. Arts writers are encouraged to apply to **the programme** which aims 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.

#### **2. What is the Arts Writing Masterclass and Mentorship Programme?**

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.

#### **3. What is the aim of the Arts Writing Masterclass and Mentorship Programme?**

The objective of the programme are as follows:

- Provide useful knowledge in the practice of the various art forms throughout Malaysia to enhance career development and professionalism;
- Enhance cultural criticism of, in particular performing arts, visual arts, independent music or craft;
- Produce critics in the field of performing arts, visual arts or independent music or craft in general;
- Establish collaboration between writers and professional arts organisations; and
- Establish professional networks between arts writing critics.

#### **4. What is the structure of the Arts Writing Masterclass and Mentorship programme?**

The **Arts Writing Masterclass and Mentorship Programme** is structured as a two (2) phase professional development programme in the following format:

- **Phase 1 (8<sup>th</sup> – 10<sup>th</sup> October 2021) Arts Writing Masterclass**
  - Participants attend a total of twelve (12) hours of compulsory Arts Writing Masterclass sessions, divided across three (3) days.
  - The Arts Writing Masterclass will be conducted online with a mix of lectures and discussions through breakout rooms.
  - The proposed relevant range of topics include the following\*:
    - Story development
    - Story forms
    - Writing for an audience
    - Inverted pyramid and message house
    - SEO-friendly articles

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- Choosing images and optimising articles for social media platforms
- Basics of social media writing to drive engagement for articles
- Understanding basic analytics

*\*The syllabus structure is subject to change.*

- After the completion of the Arts Writing Masterclass, participants will be asked to write a 500 - 800-word piece based on the brief provided. They will have to submit an original piece together with samples of how they will write the social media copies and choose the appropriate images for their respective written piece.
- **Phase 2 (25<sup>th</sup> October 2021 – 28<sup>th</sup> February 2021) Arts Writing Mentorship**
  - Twenty-four (24) selected participants from Phase 1 will go forward into a four (4) months Arts Writing Mentorship where they will be tasked to write two (2) 800 – 1,200 word article briefs each month for the duration of the programme.
  - The selection of the mentees will be based on the assigned 500–800-word piece in Phase 1 and their ability to apply their learning from the Arts Writing Masterclass.
  - Selected participants will be supported and work directly with their respective mentors. There will be eight (8) mentors, each mentor working with three (3) mentees.
  - An online small group sharing session for mentees will be held every month to check on the progress and challenges of the mentees with their respective Mentors.
  - At the end of every month, an online large group session will be held to share some of the key learnings for the months' work, and other feedback.
  - The articles will be reviewed by the assigned mentors prior to publication. Articles that are recommended for publication will be published on CENDANA's BASKL.com.my website. Articles selected for publication on CENDANA's website will be paid as per the current market rate.

## **5. Who can apply for the Arts Writing Masterclass and Mentorship Programme?**

- 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;
- 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 **8<sup>th</sup> – 10<sup>th</sup> 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.

## **6. How will you benefit from the Arts Writing Masterclass and Mentorship Programme?**

The workshop will benefit participants in the following ways:

- Enhance and refine their skills in arts writing and arts criticism;
- Receive input/ feedback from a stellar line-up of Mentors throughout the programme;
- Build or tap into existing networks amongst writers as well as arts proponents;
- Opportunity to generate income through their arts writing;
- Establish relationship with existing arts publication or media platforms offline as well as online; and
- Tips and tricks on how to market their articles/ videos to various publication channels.

## **7. What does CENDANA support?**

- 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 (selected mentees only) on CENDANA's BASKL website;
- Mentorship support throughout both phases of the programme;
- Digital platforms for both phases of the programmes; and

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- Publicity on the published articles.

### **8. How can you apply for the Arts Writing Masterclass and Mentorship Programme?**

Electronic submission is required. Submit your entry through the application form on CENDANA's website at [www.cendana.com.my](http://www.cendana.com.my) no later than **30<sup>th</sup> August 2021**.

- Participants will be selected from a competitive open call.
- Applicants are required to submit:
  - Profile / CV; and
  - Samples of previous written projects - writing projects on arts related events/ programmes/ activities will have an extra edge in furthering their chances of being selected. (links to their previous published works if available)

All submissions must be accompanied with the applicant:

- certifying that all **submissions are true and accurate**; and
- agreeing to the provided terms and conditions of the **Arts Writing Masterclass and Mentorship Programme** including Acknowledgement and Disclaimer and Duties to Keep Confidentiality and Indemnity.

CENDANA reserves the right to revoke any applications and/ or change any terms and conditions at any time without prior notice. Please note that all decisions are final.

Applications submitted after the closing date will not be considered. Submissions via other means, e.g., email, hardcopies, **will not be** accepted.

### **9. Who can you contact if you have questions?**

If you have any questions, please email [artedu@cendana.com.my](mailto:artedu@cendana.com.my) with the subject matter email highlighted as "**Arts Writing Masterclass and Mentorship Programme**".

### **10. What happens after you submit an application?**

- Once application deadline closes, all applications will be vetted against the eligibility criteria and the strength of previous written projects and that all relevant supporting documents have been submitted.
- As seats for the online masterclass are limited, kindly note that applicants' submissions will be evaluated and shortlisted by CENDANA's Selection Panel.
- All applications submitted to CENDANA will be treated in the strictest of confidence.

### **11. What happens after your applications are assessed?**

#### **Successful Applications**

Successful applicants will be notified via email confirmation no later than **15<sup>th</sup> September 2021**.

#### **Unsuccessful Applications**

Unsuccessful applications will also receive an official notification from CENDANA.

#### **Appeals**

CENDANA will not entertain any appeals. All decisions are final.

### **12. What is expected from successful applicants?**

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 8<sup>th</sup>-10<sup>th</sup> October 2021**, and complete any assignments provided throughout the duration of the masterclass.

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- Commit time for the **Arts Writing Masterclass and Mentorship Programme** and any post-event follow-ups from CENDANA.

A total of twenty-four (24) participants will be selected for Phase 2 of the Arts Writing Masterclass and Mentorship Programme.

***The Successful 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 **25<sup>th</sup> October 2021**; and
- Indicate willingness to provide critical feedback and overall review for the programme's enhancement.

### **13. What is required after the programme is completed?**

The Successful Applicant should:

- Complete CENDANA 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.
- Complete CENDANA's Economic Monitoring Survey.

### **14. Additional Notes:**

CENDANA reserves the right to revoke any applications / approvals should there be:

- Indirect or direct degrade or tarnish of CENDANA's reputation;
- Unable to complete the deliverables as per the requirements of the programme (without valid justification);
- Breach of terms and conditions specified and agreed in the agreement.

### **ABOUT CENDANA**

CENDANA (Cultural Economy Development Agency) was officially launched on 6 September 2017 to shape a vibrant, sustainable and ambitious cultural economy for Malaysia, further raising the profile of Malaysian arts and culture to help form the identity of Malaysia as an arts destination and strategically place Malaysia on the global stage. It is supported by the Malaysian Government through MyCreative Ventures Sdn. Bhd. (a wholly owned company of Minister of Finance Incorporated) and reports to the Ministry of Communications and Multimedia. Log on to [www.cendana.com.my](http://www.cendana.com.my) for details.