

Project Proposal: 'Colours of Wollongong'

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Sample/Introduction

It's no secret to residents and tourists alike that Wollongong is an area uniquely rich with arts and culture. The urban landscape is blissfully lathered in colourful street art built alongside the flourishing natural environment and ever-refreshing views of the coastline. The marvelous communities that lead their lives on this gentle metropolis are largely advocated for by local artists and represented through the creative works that they contribute.

'Colours of Wollongong' aims to promote the artistic works of local indigenous and LGBTQ creatives, with a focus on fostering the beautiful communities they originate from and are inspired by. Through a series of vibrant feature articles, we can explore the deep cultural and community-enriched ties that Wollongong has to the artists who live here.

Overview

My project will be a series of feature articles/profile pieces written on local Wollongong creatives. I will be focusing on developing these pieces with creatives/artists who are a part of the LGBTQ and/or indigenous community. I'll be looking closely at their creative process and how their lives have influenced their creativity. I'd be aiming to bring light to perspectives that might be typically underrepresented, and build recognition for their work.

To mix it up and keep it interesting and original, I'll be putting together a multimedia element for each story, encapsulating the main themes of the feature article through the artist's chosen artistic medium. For example, I could interview a photographer and create a mini photo essay for posting on TikTok or YouTube. This would ensure that my work is grounded in an understanding of the current media landscape and my ability to utilise other platforms to promote journalistic content.

Methodology

After engaging in an adequate amount of background research and ethical considerations, I will acquire a handful of interviews. I will conduct these interviews with the artists, asking questions aimed to highlight the links between the artist's personal experience and their creative works, keeping the role of creativity in fostering community in mind. When conducting these interviews, I will need to remain mindful of the ethical considerations that are relevant to the individual and their work.

Given permission, I will take audio and video recordings of each interview so that I am equipped with content for whichever medium I choose for my multimedia element. I will use the interview to put together the feature article and ideate the most suitable form of multimedia to go with it on

a case-to-case basis. I will set up a blog-style website to publish the stories on and promote using social media.

Research/Background

I want to ensure that I handle this project with particular care - ensuring that I am being fair and reliable in my journalistic practices. In order to achieve this, I need to be accurately and thoroughly educated on queer and indigenous artistic spaces in Wollongong and surrounding areas. I can engage in these spaces through personal and social experiences, however, I can add to my base of knowledge by utilising resources and information that is available online.

I will also need to revisit the stylistic and structural elements of feature articles and make sure that I am maintaining those stylistic and structural elements throughout the series of stories. This will not only ensure a cohesive and logical approach to the project but assist me to produce quality work to a particular schedule. See a list of useful resources/resources I've accessed as background research below.

Resources

- <https://www.coomaditchie.org.au/>
- <http://www.wollongongartgallery.com/exhibitions/Pages/Languages-of-the-Land-Works-from-the-Collection.aspx>
- <http://www.saltwaterdreamtime.com/>
- <https://www.begadistrictnews.com.au/story/4772419/wollongong-celebrates-with-queer-arts-festival/>
- <https://www.investwollongong.com.au/living-in-wollongong/arts-culture/>
- <https://www.visitwollongong.com.au/culture/>
- https://www.wollongong.nsw.gov.au/_data/assets/pdf_file/0029/9974/Making-Creative-Wollongong-Background-Report.PDF
- <https://www.meaa.org/meaa-media/code-of-ethics/>
- <https://core.ac.uk/download/pdf/84839534.pdf>
- Wordpress.com

Ethical Considerations

It's important that I am considerate and educated in my approach to this project - I will take extra care to make sure my interviewees are comfortable and feel respected during the interview and story-building process. Whilst I am considerably educated in minority spaces and the generational/societal traumas associated, it would benefit the project to pay close attention to detail.

The MEAA recommends that Journalists should avoid placing unnecessary emphasis on personal characteristics, including race, ethnicity, nationality, gender, age, sexual orientation, family relationships, religious belief, or physical or intellectual disability. Whilst I will aim to gear this project toward creatives who are part of indigenous and queer spaces, I will be careful not

to place undue emphasis on these characteristics, to not undermine the integrity of the features, and respect my interviewees' individual circumstances and personal stories.

Justification

I believe this project to be newsworthy because of its subject matter. I am aiming to give voice to underrepresented communities through a human-interest approach. There is a noticeable lack of reporting on arts/culture in Wollongong since the pandemic's effect on local tourism and cultural events in the area, so this project may serve to assist publicity and recovery for the cultural sector.

The target audience for this project includes young creatives, queer/indigenous youth, Wollongong locals, and enticed tourists. It aims to offer representation and solidarity for those who are a part of the communities - and for those outside of the communities, it might inspire understanding, connection, and interest.

I want to be able to showcase the various skills and mediums I've learned through my journalism degree and create something cohesive and relevant in today's media landscape by engaging in multimedia elements and social media platforms. This element will likely vary from story to story but will give me the chance to produce a bite-sized version of a longer-form article in a creative and audience-conscious fashion.