



Cares-About-Community Christina

"I believe that by supporting local artists we can make our community stronger and more vibrant for everyone."

Demographics

Christina is a 48-year-old Italian American woman who was finally able to marry her girlfriend of 20 years just last year. Together they have two wiener dogs that they dote on as if they were their children. Both she and her wife are professionals. With a BA in Marketing and Communications Christina is the Communications Specialist for 4Culture, King County's cultural services agency that brings her a yearly income of \$58,000. Her wife is freelance photographer, specializing in pet portraiture.

Community is important to Christina. She understands how important its support can be from her own very real struggles.

Profile

With over 20 years in the marketing and communications world, much of that in new media, she is both web and tech savvy and has developed a designer's eye. Her years of experience have also honed her user experience sense.

She has worked for non-profits much of her career but now works for a government agency. She is passionate about art and people. She wants to help artists make art and increase the community's access to that art--especially parts of the community who typically don't have much access to it or feel excluded from it (e.g. low income communities, minority communities, people with disabilities, etc.). She is the main press contact and spokesperson for the county's arts agency. She oversees public relations, marketing, outreach and County Council relations. Christina also collaborates with the communications team and staff on digital storytelling and programmatic initiatives. She is in charge of the production of videos that document the county's work and art projects in short videos for the web. As a government employee, being budget conscious is a requirement.

Goals

Because one of her duties for the county is to document projects in video her primary goal, when visiting Aaron's website, would be to find a professional filmmaker. Someone who would be within her budget and who can produce high quality videos of varying length. Films range in content from documentaries, to recordings of performance art, to interviews with community members.

Usage

Coming to Aaron's website, Christina would no doubt watch videos of his past work and peruse his past clients. Reputation and referrals from known and respected entities in the community would go a long way towards assuaging many of Christina's concerns when choosing a new filmmaker.

Needs

She would need to be able to find rate information, work samples that include actual videos of past work. She would probably appreciate reading referrals from past clients as well. Christina would also be interested in knowing the full scope of Aaron's services. Does he create nice neat packages ready to be uploaded to the web? Does he give full permissions for the films he creates? Does he do editing? Can he add titles and credits? Does he work alone or does he have a team?