

## FAQ Sheet Digital Media Audio Artist David Merleau

### **What do you do?**

I create ecologically driven “immersive” storytelling experiences placing the listener directly in the setting of the story. Once I have partnered with your organization, I research the ecology and history of the trail system, write a radio-play style script inspired by the area, hire local actors to voice the script, and broadcast the audio through a GPS-triggered audio smartphone app.

Go to [foresttalkradio.ca](http://foresttalkradio.ca) for information on Forest Talk Radio: Laurier Woods Edition (launches May 25, 2019.)

### **What is a GPS audio-triggered smartphone app?**

Essentially, when you get to the trail where the installation is setup, you download the app, you plug in your earphones, and push GO. From there, you walk the trail and at key locations pertinent to the narrative, your phone’s GPS will make audio to play or an image to pop up on your screen. The app can available for Android and iOS.

### **Does the “installation” require any equipment or gear installed on-site?**

Other than a small (5” x 8”) sign posted at the trailhead, there is nothing set up on the trails.

### **How do you work with the organization who owns/manages the property you wish to use?**

My primary goal is to **build trust** with you, and I aim to respect and promote the values of your community.

As a broadcaster, I ensure that my works are in accordance with the code set out by the Canadian Association of Broadcasters and respect the Ontario Human Rights Code pertaining to discrimination.

To further build this trust, your communications representative can review the script before I have my actors voice it, to ensure it accords with your organization’s communications policies. However as an artist, you must understand that I have *full creative-control over the project*. But with regards to promotions, posters, the trailhead sign, as well as the press releases, I would like to be in close contact with your communications representative. In fact, I would prefer your communications representative works actively with me with regards to promotions. (see below)

### **How much will this cost us?**

Nothing. In fact, in my Ontario Arts Council grant application, I can include an amount of \$500 that I can offer to you as a site-rental fee.

As well, I can reimburse you for the time your communications representative has spent on this project (meetings, correspondence etc.) We can discuss the particulars of this reimbursement fee at a later date, but in the grant application budget, I estimate a reimbursement fee of \$300 (for roughly 10 hrs of collaboration.) As well I include the cost of promotions material in my budget.

### **How long can/will the Installation be set up?**

The installation will *officially* run throughout the summer months, but the the app to be available for far longer, meaning anyone can still download it and walk through the story on-site.

Furthermore, this type of installation is also available to be experienced from anywhere via the internet—through a link that you could place on your website. And you are free to use my installation in your tourism promotions, as long as I am notified and appropriately credited.

613-797-3762 A-643 Wyld St. North Bay ON [davidmerleau@gmail.com](mailto:davidmerleau@gmail.com)