



An Initiative of The Arthur M. Blank Family Foundation

COOKERLY PR

The Thursday Rethink:

Amplifying your message across channels



Associates of the John A. Garfield Foundation

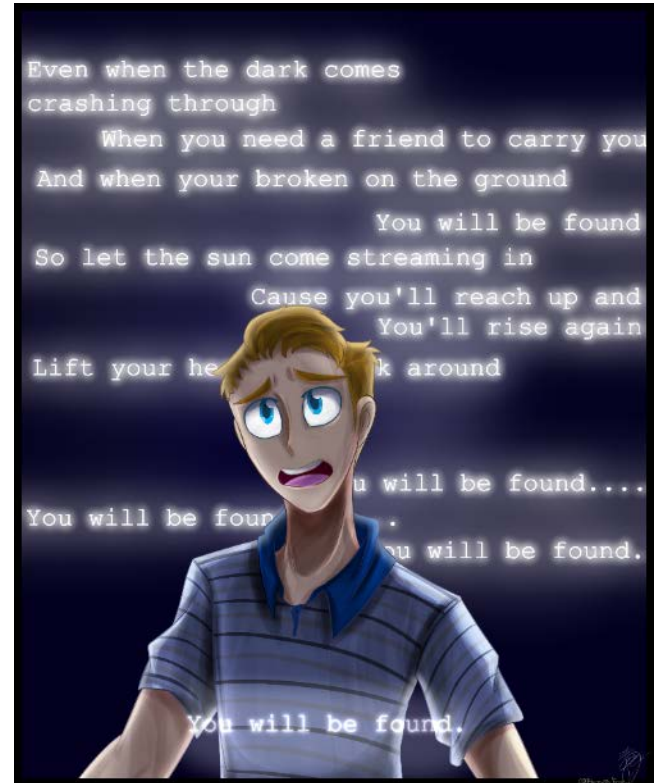
If We Don't Know Each Other Non-Virtually...

Stephen@Cookerly.com

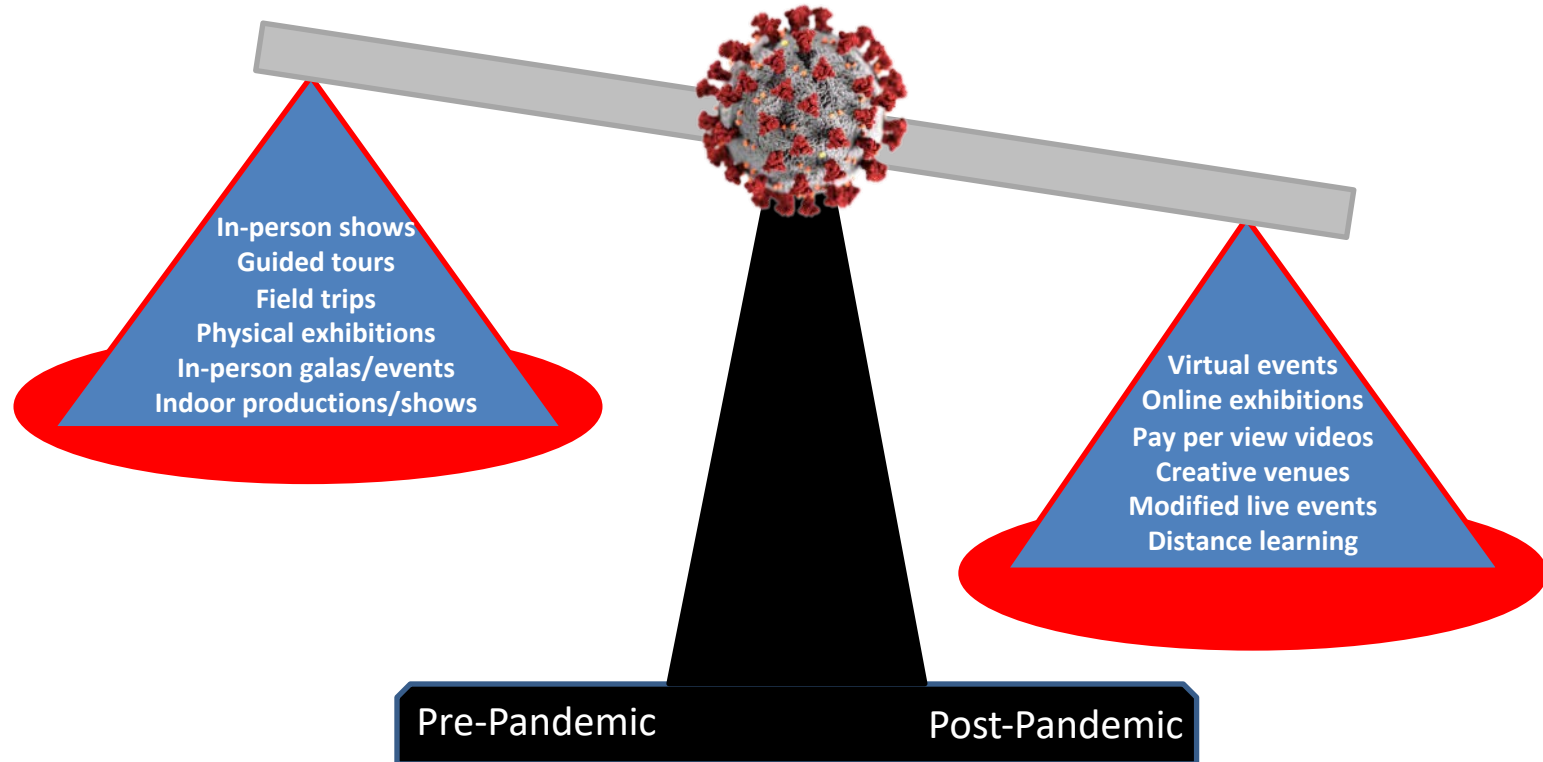
Facebook/Linkedin/Pinterest: Stephen Michael Brown

Twitter: @StephenATL

Instagram: StephenAtlanta



The Post-COVID Programmatic “Pivot-o-Meter”



Local Shout-Out: Art Beats



An initiative of the Atlanta Arts Foundation

<https://www.artbeatsatl.com/>



CyberStage: Bad Auditions...on Camera

7:30 PM – 8:30 PM - Theatre

CyberStage Livestreaming: Bad Auditions...on Camera by Ian McWelthy & Carrie McWelthy

[Watch Now](#)



Improv Mixer

6:00 PM – 7:00 PM - Theatre

A comedy cocktail having an equal representation of spirit, a balance of naughty, and a good marriage of laughter. - Live on Twitch.TV

[Watch Now](#)



An Evening with Jessica Care Moore: We Want Our Bodies Back

7:00 PM – 8:30 PM - Visual Arts & Film

Poet Jessica Care Moore, discusses and reads from her new book of poetry.

[Watch Now](#)



Our Luckie Stars Virtual Gala

6:30 PM – 8:00 PM - Theatre

Join Theatrical Outfit for their annual OUR LUCKIE STARS GALA ... going VIRTUAL this year!

[Watch Now](#)



Wet Nurse and In the Twilight by Margaret Baldwin

7:00 PM – 9:00 PM - Theatre

A Zoom-based version of AE's Annual Threshold New Play Festival. A bill of short plays that echo with Chekhov's The Three Sisters, as well as many of the great playwright's short stories. Written by Suzi Bass Award-winning playwright Margaret Baldwin.

[Watch Now](#)



Improv Mixer

6:00 PM – 7:00 PM - Theatre

A comedy cocktail having an equal representation of spirit, a balance of naughty, and a good marriage of laughter. - Live on Twitch.TV

[Watch Now](#)



Virtually Vintage

7:00 PM – 8:00 PM - Theatre

"Virtually Vintage Cabaret is a throw back to the jazz age, crooners, and smokey night clubs from days gone by.

[Watch Now](#)



Associates of the Atlanta Lyric Theatre

Local Shout-Out: The Lyric Virtual Events

Box Office: 404-377-9948 • www.AtlantaLyric.com

The Lyric

Producing the Best Professional Musical Theatre Featuring Local Talent for 41 Years!



The Lyric
FREE
Virtual
Dance
Classes
Ricardo
Aponte




DANCE WITH US!

We are excited to offer a **FREE** virtual dance class every Wednesday the entire month of June. Lyric director and choreographer, Ricardo Aponte, will feature moves from *Dreamgirls*, *Jesus Christ Superstar*, *The Wedding Singer*, and *Peter Pan*. Videos will be released by email and posted to our social media every Wednesday.

The Lyric

"You Can't Keep Us Down"
Virtual Summer Camp



June 29 - July 17, 2020

This musical theatre *virtual* camp will focus on stories that **uplift**.

Led by Jessica De Maria and Ethan Ray Parker, students will study musical theatre thru the lens of characters that overcame obstacles and came out on top! Students will meet via ZOOM three days a week, for three weeks, to choose selections and participate in coaching. Class will culminate in a virtual showcase. Zoom classes will be held on Mondays, Wednesdays, and Fridays @ 11:00 AM.



a Virtual Cabaret
Stars and Stripes
July 2, 2020

The Lyric

Stars and Stripes Cabaret will be full of patriotic themes- just in time for Independence Day! Lyric favorites show off their best Americana songs in this one-hour tribute cabaret. In solidarity with our community, we will donate a portion of the virtual cabaret ticket sales to Cobb Community Foundation's Operation Meal Plan.

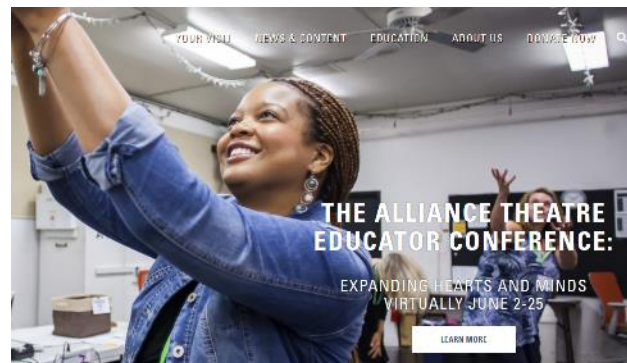
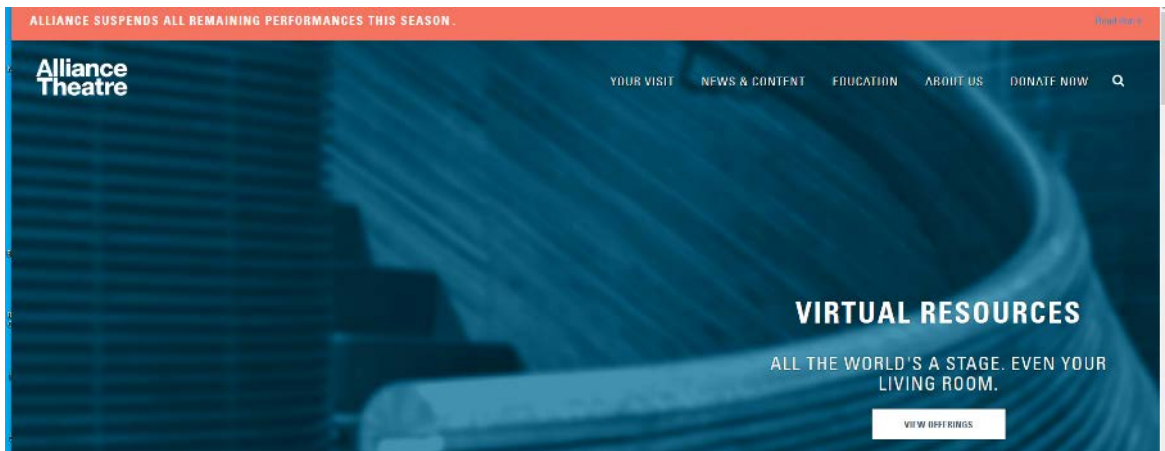
A link to the video will be emailed to the ticket holders on July 2nd.

BUY STARS AND STRIPES CABARET

Local Shout-Out: Alliance Theatre Virtual Resources



Association of Building Communities





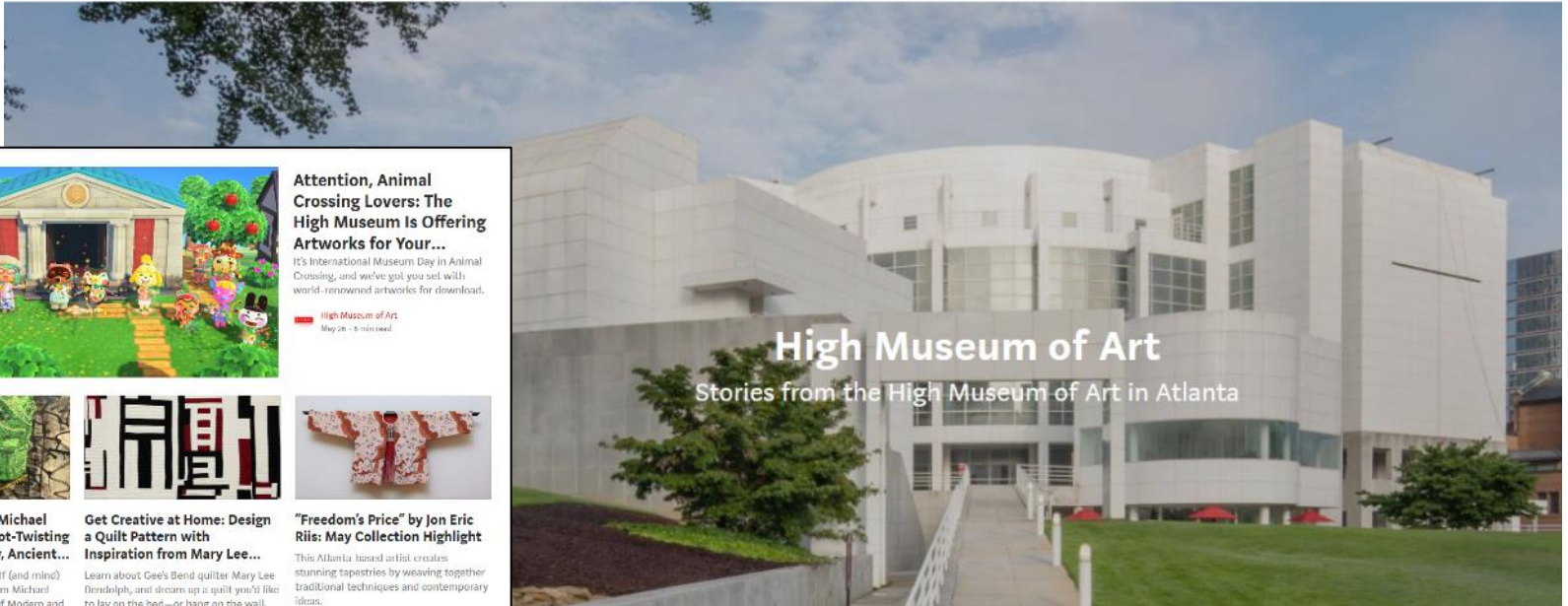
Association of Building for Art & Culture

Local Shout-Out: High Museum – Blog on Medium

<https://medium.com/high-museum-of-art>



6





Association of Black Urban Arts & Theatre Societies

Local Shout-Out: Synchronicity Playmaking for Girls



SYNCHRONICITY

SMART GUTSY BOLD THEATRE SYNCHROTHEATRE.COM 404.484.9626

Now in its 17th year, Playmaking for Girls has impacted thousands of Atlanta's most vulnerable populations. This theatre outreach program helps girls living in group homes and refugee communities "find their voices" as artists and creators. Playmaking for Girls is especially vital for these young women as the COVID-19 pandemic has affected their lives.

3 Ways to Celebrate:

1. **Donate to Our 10K Match Challenge (5/22 - 5/29)!** With a generous 1:1 match challenge from our community donors, you can help us reach our \$10,000 goal! All funds directly benefit PFG.
2. **Share a Favorite PFG Memory** on social media with the hashtags #SynchroSHERO or #SmartGutsyBold or by tagging @PlaymakingForGirls.
3. **Join Us for PFG's Summer Performance!** Stay tuned for upcoming announcements regarding the performance date.

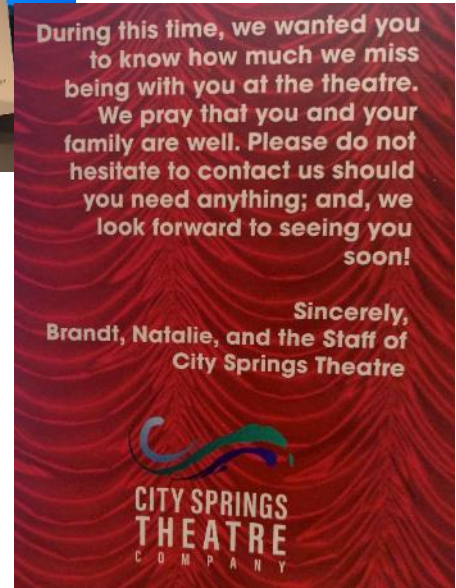
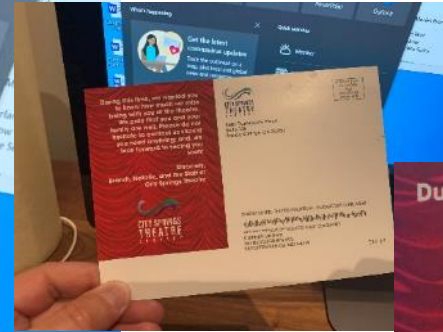
[LEARN MORE HERE](#)



Local Shoutout: City Springs Theatre



An initiative of the Urban Arts Institute of Chicago





Association of Theatrical Artists & Theatre Owners

Local Shout-Out: Legacy on the Lawn



YOU'RE A GOOD MAN, CHARLIE BROWN

By Charles M. Schulz, Clark Gesner, Michael Mayer, Andrew Lipppa

Due to COVID-19, this show replaces Legacy's regularly scheduled The Wizard of Oz, in order to comply with Health & Safety Standards.

JUNE 5TH - 28TH, 2020

Performances Tuesdays-Sundays at 7:45pm

Join us on the Legacy Lawn for You're a Good Man, Charlie Brown! Enjoy live theatre, outdoors and

socially distanced!

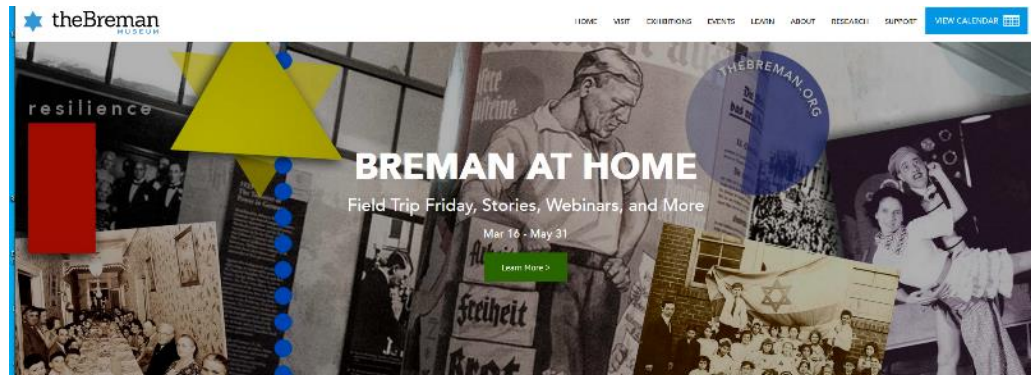
Charlie Brown and the entire *Peanuts* gang explore life's great questions as they play baseball, struggle with homework, sing songs, swoon over their crushes, and celebrate the joy of friendship.

[Buy Tickets](#)

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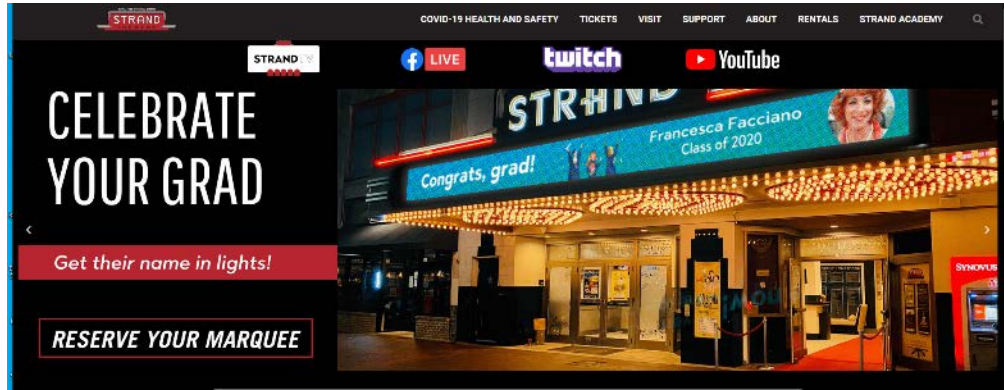
Local Shout-Outs: So Many of You!





Audience Building is a 501(c)(3) non-profit organization

Local Shout-Outs: So Many of You!



Flux Fun

Art for the Private Space of your Home



THE
Online MICHAEL O'NEAL
Summer SINGERS



The Fall of Autumn: Live Performance Producers Are Giving Up on 2020



BroadwayWorld
 10h · 🌐

3h ·

This Week: 11th Week of Tracking -- KnowYourOwnBone.com

If people intend to visit, then they are planning their visit – and people are starting to do so now.

colleendilenschneider
know your own bone

- Observing others taking part in activities may affirm reports that the U.S. is reopening and attempting to resume more normal behaviors.
- These scenes and stories may grant social permission for others to behave similarly, with precautions.
- It may collectively affirm that cultural entities, on the whole, are executing operational changes required to make people feel safe, helping to “normalize” visitation again.

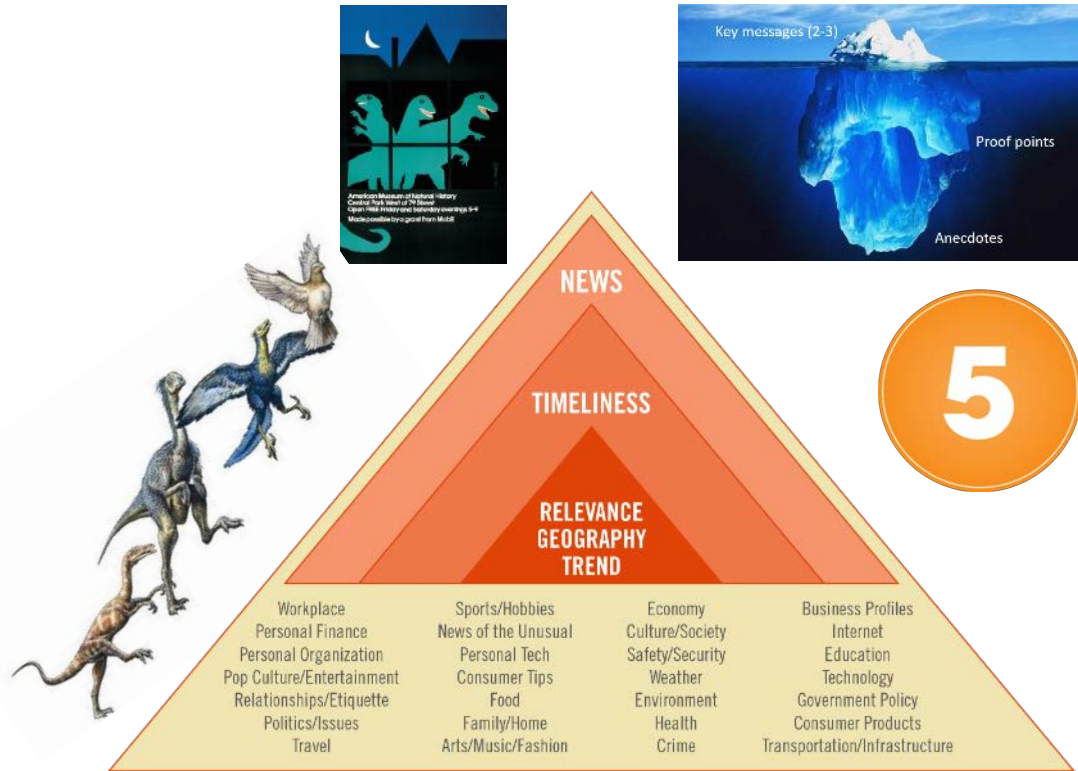
This Week: 11th Week of Tracking



- Only one in four people feel comfortable attending an exhibit-based cultural institution – such as a museum, aquarium, or historic site – without changes that prioritize guest safety.
- Only about one in seven feel comfortable visiting a performance-based institution – such as a theater or symphony – without operational and strategic changes to prioritize safety.
- While intentions to visit a cultural entity within three months match last year's metrics and one-month intentions are only slightly depressed, people expect organizations to consider operational and programmatic enhancements designed to recognize a new normal.

First Week: Earned Media

- Refining your messaging
- Honing your spokespeople
- Harvesting your creative stories
- Pitching media for “earned” opportunities (Your “5”)
- Re-marketing third-party stories to stoke interest in your institution



Second Week: Shared Media

- Adding Instagram and Pinterest to your channel mix
- Exploring new ways to use Stories features on Facebook and Instagram to pull in new audiences
- Leveraging virtual programming, contests, co-creation, social curation, virtual performance or exhibitions, virtual galas or gatherings

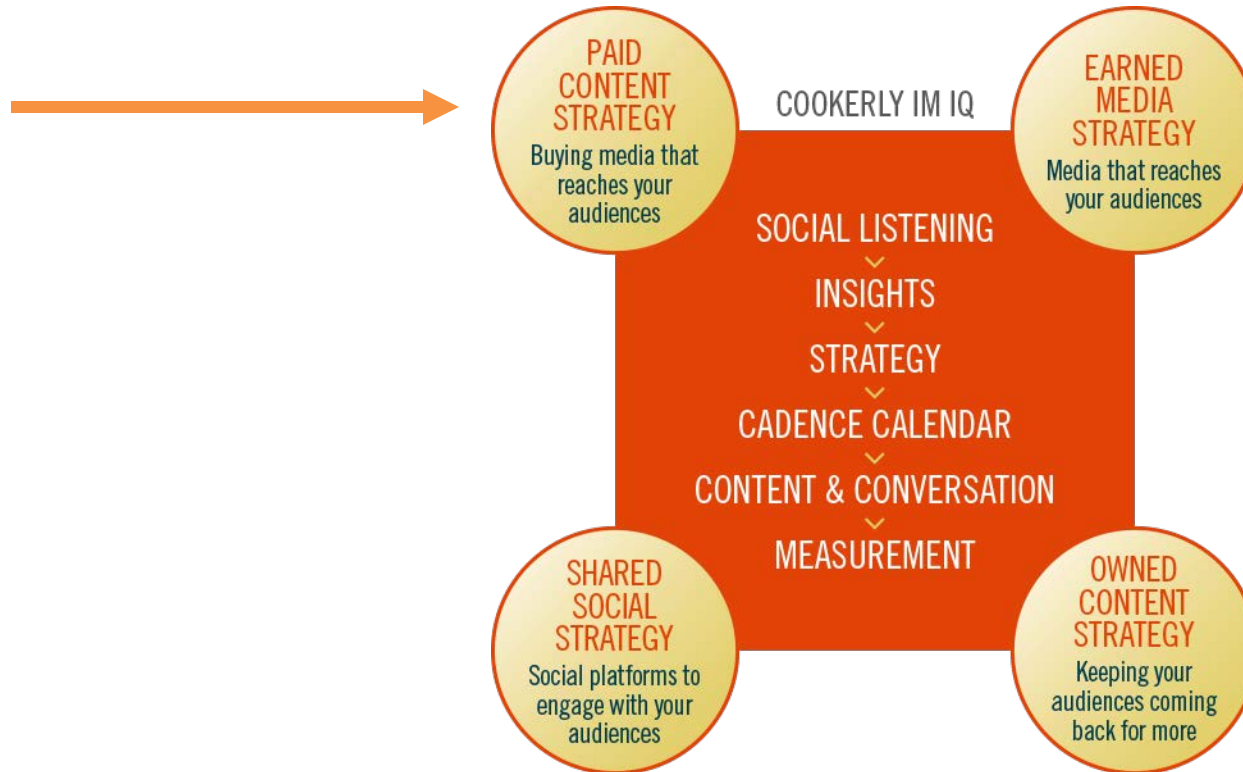


Third Week: Owned Media

- Websites are your home base, your virtual lobby! Ensure easy COVID-19 info
- Now more than ever, ensure everything on your web properties work properly
- Practice A/B testing on e-newsletters and communications
- Consider incorporating podcasts or apps into the mix



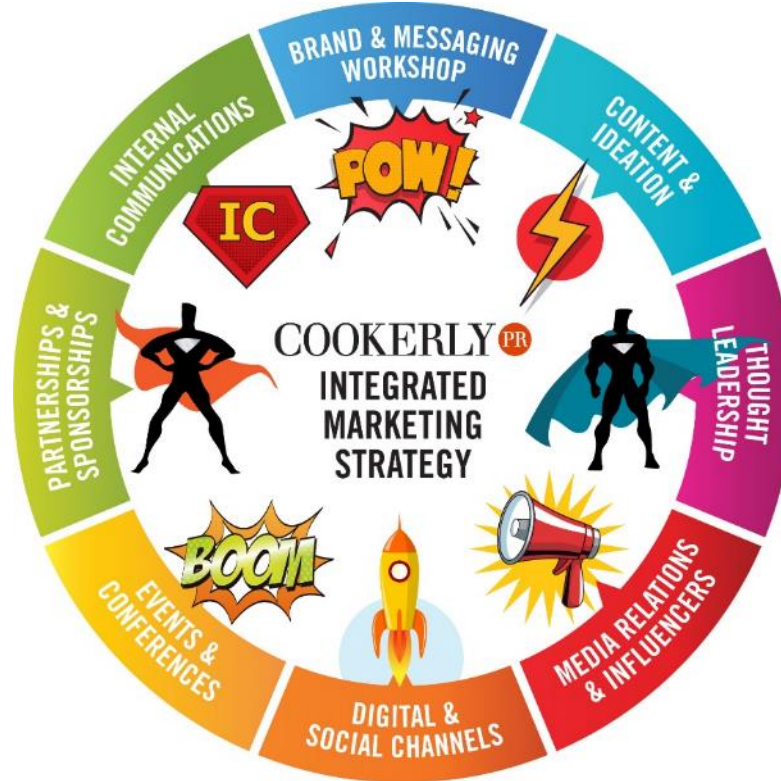
Fourth and Final Week of the Thursday Rethink: Paid Media



Putting It All Together



Associates of the Office of the Secretary



POLL



Association of the British Nuclear Energy Society

Have you secured media coverage about your organization in May 2020?

- Yes
- No
- Not sure

POLL



Association of the British Nuclear Energy Society

Have you identified one or more new reporters to cover your institution?

- Yes
- No
- Not sure

POLL



Associates of the British Nutrition Foundation

Have you improved an element of your website or social media in past weeks?

- Yes
- No
- Not sure

POLL

Which of the following paid media strategies has your organization used in the past 12 months?

- Traditional advertising (print and/or broadcast)
- Digital/Online advertising (websites and mobile apps)
- Social media advertising and boosting
- All of the above
- None of the above

Budget-Friendly Paid Media

Are we REALLY talking about paid media in this economy?!

Paid doesn't have to mean big budget:

- Public service announcements
- Media and corporate partnerships
- Exterior signage at your venue
- Low-cost boosting of social media content



Associates of the British Nuclear Fuels plc

Marketing Costs

Communications Component	Potential Cost
Earned Media – Media Relations	Zero – part of a staff member or volunteer's time
Shared Media – Social Channels	Zero – part of a staff member or volunteer's time
Owned Media – Website, Podcast	Only the costs of website maintenance or new additions, podcast < \$500
Paid Media – Amplification & Ads	Allocate a starter budget if or when you're able

Wait -- Isn't Social Media Free?

- Less than 10% of your followers see any individual post you make on Facebook!
- You can organically improve on that delivery by creating engaging content – when your followers interact with a post, Facebook serves it up to more people
 - Facebook favors video, and video posts are among the most highly shared
- But even with good organic engagement you will never reach all of your followers without paying to do so



Facebook is a pay-to-play platform

Facebook and Instagram Advertising

Facebook Boosting – The Easiest Way to Begin

- Boosted posts show up in your audience's Facebook News Feed as an ad
- You can select Instagram as an ad placement for your boosted post
- Only need to know three things to get started:
 - **Target audience:** Choose based on location, interests, age, gender
 - **Max budget:** Can be as little as \$1 per day
 - **How long you want to run your ad**

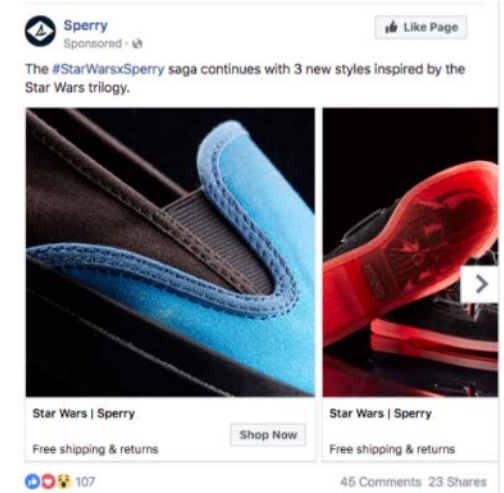


Boost Post

**Just because you can boost every post doesn't mean you should.
Boost your best content!**

Other Facebook Ad Options

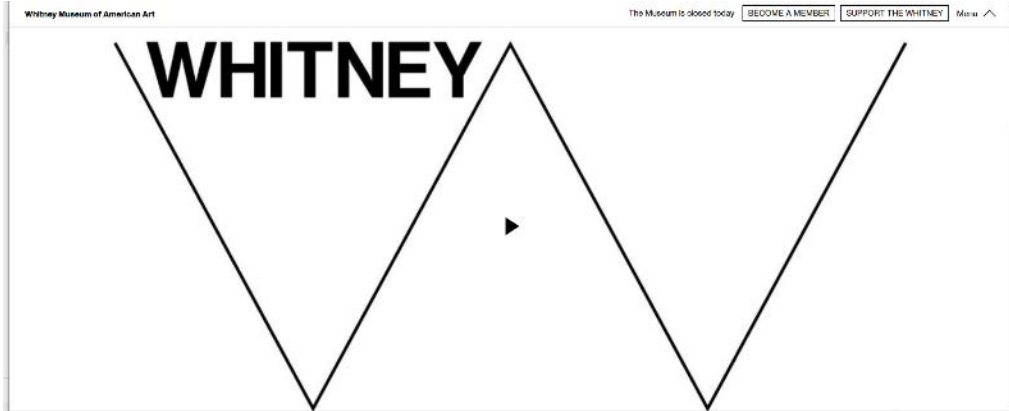
- Facebook Ads Manager offers
 - Advanced targeting (lookalike audiences, etc.)
 - More ad types including video ads and carousel ads



Amplifying Through Integration

- COVID-19 presents a new challenge: breaking through a LOT of noise
 - Uncertainty among audiences about which venues are open and at what capacity
 - Online delivery means direct competition with world-class arts groups and well-established forms of digital entertainment
- A consistent, unified message is more important than ever
- Integrated campaigns prove that the whole is greater than the sum of its parts

Integrated Campaign: The Whitney Museum of American Art



Integrated Campaign: The Whitney Museum of American Art



Integrated Campaign: The Whitney Museum of American Art



Integrated Campaign: The Whitney Museum of American Art





Apart of the Museum of Modern Art's Learning Center

NOW...The Whitney from Home

WELCOME TO THE WHITNEY FROM HOME

While the Museum is closed temporarily, engage with American art of the twentieth century to today through our rich array of online resources, or join us virtually for online events.

HERE'S HOW TO WHITNEY FROM HOME

VIRTUAL EVENTS


STAY CONNECTED

LEARN WITH US

DIVE INTO OUR
COLLECTION


**WELCOME TO THE
WHITNEY FROM HOME**

The Whitney is now home to a new collection of online resources, including virtual events, interactive exhibits, and more. Explore the collection and engage with American art of the twentieth century to today through our rich array of online resources, or join us virtually for online events.




WATCH & LISTEN

Join us for a virtual concert featuring a performance by the Whitney Museum's resident ensemble, the Whitney Orchestra.



FOR KIDS

Join us for a virtual art activity featuring a performance by the Whitney Museum's resident ensemble, the Whitney Orchestra.



WHITNEY SCREENS

Join us for a virtual screening of a film featuring a performance by the Whitney Museum's resident ensemble, the Whitney Orchestra.

The Whitney from Home



A partnership of the Whitney Museum of American Art and the New York Public Library



WATCH & LISTEN



FOR KIDS



WHITNEY SCREENS

The Whitney from Home: Reaching Out Through Owned Channels



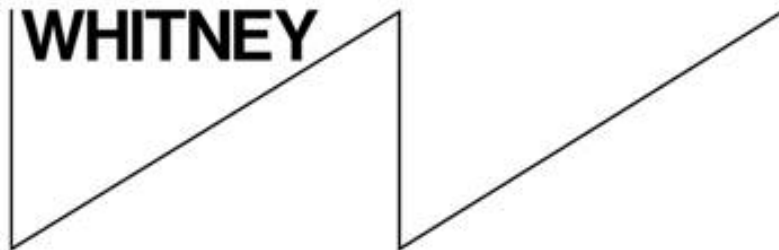
ART FROM HOME

Join us each week for exciting online programs that bring art history and artmaking to your home! Make sure to check our [website](#) for more announcements.

Art History From Home is a series of online talks by the Whitney's Joan Tisch Teaching Fellows that highlights works in the Museum's collection to illuminate critical topics in American art from 1900 to the present. During each thirty-minute session, participants are invited to comment and ask questions through a moderated chat.

Experiment with ordinary materials in new and creative ways in **Artmaking From Home**, online workshops designed for all ages. Each project explores artworks from the Whitney's collection and invites participants to consider the relationship between artmaking and our domestic spaces. All events in this series are live, thirty-minute sessions taught by a Whitney educator.

The Whitney from Home: Reaching Out Through Owned Channels



Webinar Registration



Topic	Art History From Home: Asian American Perspectives
Description	This session will explore work by American artists of Asian descent, including Yasuo Kuniyoshi, Ching Ho Cheng, Martin Wong, and Ari-Mi Lê, alongside artworks that engage with aspects of "Asian-ness" by artists from other backgrounds, such as Roy Lichtenstein and Ed Ruscha. Looking at these works together, we will consider what it means for an ethnic and cultural identity to be the frame through which we experience and understand representation and artistic expression.
Time	May 21, 2020 12:00 PM in Eastern Time (US and Canada)

The Whitney from Home: Connecting on Social Media



INTRODUCE YOUR INBOX TO THE WHITNEY



JOIN THE CONVERSATION ON SOCIAL

The Whitney from Home: Pinned Pandemic Message



Association of the Whitney Museum of American Art



#WHITNEYMUSEUM • 100,000,000



Whitney Museum of American Art

March 26 · 🌐



Even in uncertain times, there are no limits to the creative spirit. It's what makes us human. So while our physical Museum is temporarily closed to the public, know that the spirit of the Whitney is open to all—and we're committed to connecting you to inspiration, knowledge, and a sense of community through art.

We've created a special resource for you to access all of our digital resources from your couch in one handy place. Visit whitney.org/whitney-from-home to explore the collection and exhibitions, watch artist talks, read or listen to audio guides, enjoy our educational resources for learners of all ages, and much more. #WhitneyFromHome



The Whitney from Home: Connecting on Social Media



whitneymuseum • Follow
 Whitney Museum of American Art



whitneymuseum With our new Art History from Home courses on Zoom, you get all of the fun of an energetic discussion of art—but without any of the homework, tests, or tuition.

Join us this Thursday as we explore work by artists of Asian descent, including Ching Ho Cheng—whose drawing *Angelhead* is pictured here—alongside artworks that engage with concepts of “Asianness” by artists from



318 likes

14 MINUTES AGO

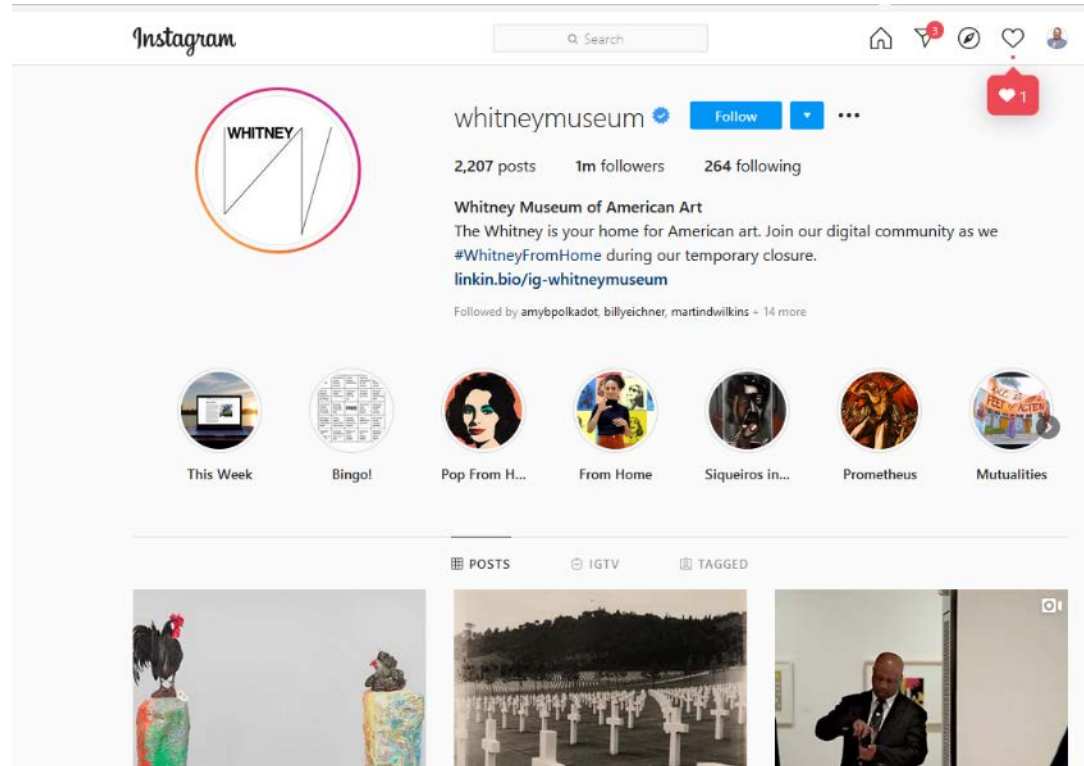
Add a comment...

Post



Associates of the John A. Garfield Foundation

The Whitney from Home: Connecting on Social Media



The Whitney from Home: Connecting on Social Media



The Whitney from Home: Earned Media with Spokeswoman

The Art World Works From Home: Whitney Curator Chrissie Iles Is Doing Kundalini Yoga and Reading About Historical Plagues

The art world may be working remotely, but it certainly does not stop. We're checking in with art-world professionals to see how they work from home.

Artnet News, May 8, 2020



The Whitney from Home: Securing Earned Media for Events



Photograph: Whitney Museum of American Art, New York, © Betty Woodman

The Whitney Museum is offering a free online pottery course that anyone can take from home



THE ART NEWSPAPER

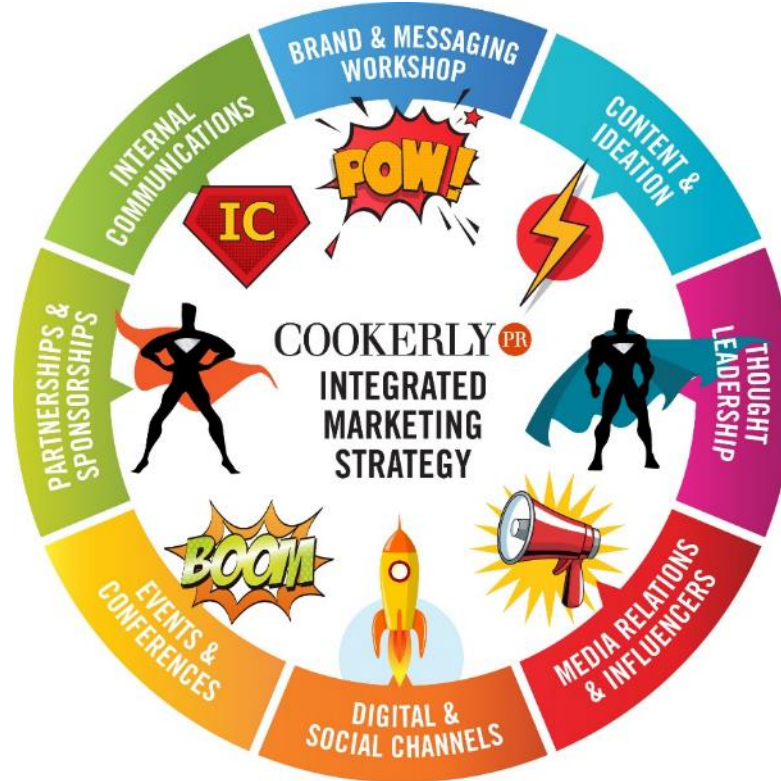
Three museum collections to explore from home this weekend

From the Centre Pompidou's #PompidouVIP to the Whitney's focus on recent acquisitions by living artists

Putting It All Together



Associates of the Office of the Secretary



Questions



Association of the British Nuclear Energy Suppliers