



An Initiative of The Arthur M. Blank Family Foundation

COOKERLY PR

The Thursday Rethink:

Building your new information infrastructure

Local Shout-Outs: AJFF, SCAD, Alliance Theatre



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AJFF In Conversation: Co-Creator and Lead Actor Discuss Netflix Hit Series, *Unorthodox*

Watch the acclaimed four-episode miniseries *Unorthodox*, then join our webinar for a live Q&A with co-creator Alexa Karolinski and actor Jeff Wilbusch. Based on the true story of one woman's flight from the strictures of her ultra-Orthodox community in Brooklyn, this German-American drama miniseries is Netflix's first-ever primarily Yiddish production.

Watch the series in advance at home, then join us for the webinar:

AJFF In Conversation: The Webinar

Date: Thursday, May 14, 2020

Time: 12:00 PM PM EST

[Watch *Unorthodox* and Register for the Webinar](#)

SCAD - The University for Creative Careers

Sponsored · 🌐

Tune in to SCAD's new virtual series for exclusive Zoom hang-outs, real-time talks, and cool digital content with the creators and innovators remaking culture.



SCAD.EDU

Meet today's legends at Guests and Gusto

Audacious artists. Fashion phenoms. Academy...

[Sign Up](#)



Alliance Theatre is premiering a video.

5 mins · 🌐 · 🌐

Today kicks off the official launch of our new video series: The Artist's Approach! Let's celebrate with some wisdom from Emmy and Tony Award winning actor, Tony Shalhoub.

Weekly episodes will feature prerecorded conversations with some of today's most exciting actors, directors, and writers for stage and screen on their approach to their craft and tips of the trade.

Watch other interviews with artistic powerhouses like Kelli O'Hara, Andrew Lippa, Karen Pittman, David Cromer and Darius de Haas right now → alliance theatre.org/artistsapproach



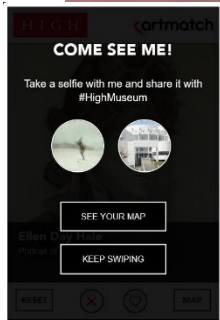
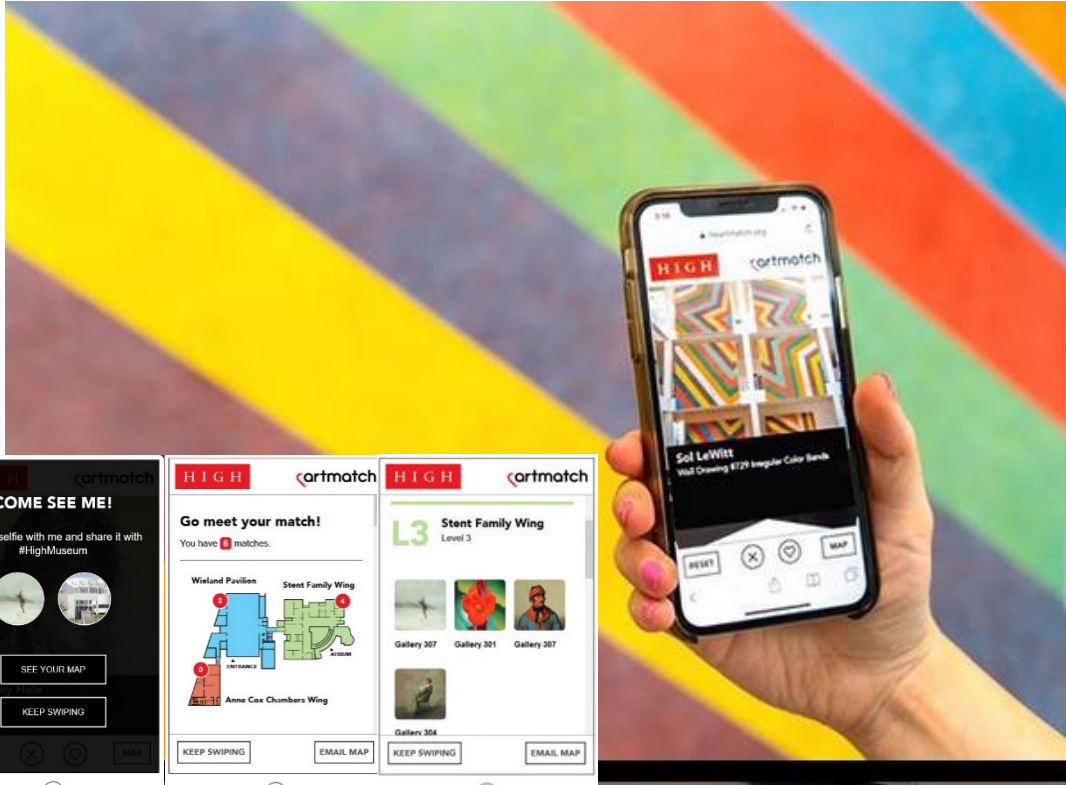
[Susan Stiefel](#), [Jon Carr](#) and 7 others

2 Comments · 7 Shares

Local Shout-Out: High Museum of Art

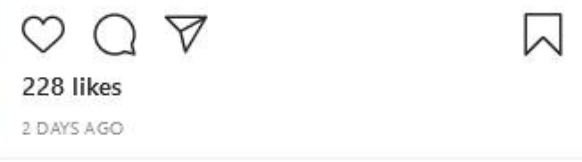


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highmuseumofart [Follow](#)
High Museum of Art

highmuseumofart [#TechnologyMW](#):
Our Tinder-inspired tool that connects visitors with art launched over one year ago. This technology allows you to scroll through our collection and swipe right on works you like and left on those you don't. Afterward, you have access to a curated map around the museum. Have you tried [#HeartMatch](#), yet? Visit heartmatch.org for more information.



228 likes
2 DAYS AGO
Add a comment... [Post](#)

Local Shout-Out: #FieldTripFridays



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FieldTripFridays: Atlanta's Arts and Culture Organizations Showcase New Virtual Programming

When COVID-19 closed the doors to Atlanta-area museums and cultural attractions, it opened new opportunities to engage families in a wide range of programs from the comfort of their homes. Members of this arts and culture community began meeting regularly, recognizing that the importance of their work, as individual organizations and collectively, was greater now than ever. What emerged is collaboration called ATL Museums at Home, which virtually delivers rich content in a digital format, providing easy access to each organization's website and social media platforms. It culminates each week with #FieldTripFridays, allowing visitors of all ages to take virtual field trips around Atlanta as they participate in interactive activities, behind-the-scenes experiences, tours, and more.



Children's Museum of Atlanta quickly pivoted to new ways of fulfilling its mission, developing and providing free, online programming just 48 hours after closing its doors. The ATL Museums at Home initiative proved an important means of connecting with families in the community. Children's Museum, for example, engaged children in fun, creative ways to navigate this challenging time, such as a lesson on effective handwashing using glitter as germs.

The field trip program has been one means of inspiring children with positive, productive activities, as parents and teachers integrate #FieldTripFridays into distance learning at home. Museum staffers have even exhibited their own hidden talents, offering interactive experiences such as guitar lessons, yoga instruction, and even birthday celebrations for kids whose onsite birthday parties were canceled.

"We've been delighted by the wonderful partnership with area arts and culture organizations and the enthusiastic response to #FieldTripFridays," says Jane Turner, executive director at the Children's Museum. "And we have been proud to offer a full line up of virtual programming, much of which we expect to continue after we are able to reopen our doors and safely welcome families."

"We've been delighted by the wonderful partnership with area arts and culture organizations and the enthusiastic response to #FieldTripFridays," says Jane Turner, executive director at the Children's Museum. "And we have been proud to offer a full line up of virtual programming, much of which we expect to continue after we are able to reopen our doors and safely welcome families."

A few miles north of the Children's Museum, the Atlanta History Center used #FieldTripFridays to educate the community about the people and institutions whose contributions have distinguished the city for nearly 175 years. Its online exhibition, Atlanta in 50 Objects, features historical items--Hank Aaron's baseball bat, a 1940s-era microscope from the CDC, a copy of Margaret Mitchell's *Gone with the Wind*--that signify the thriving culture and personality of the southeast's largest metropolitan area.

In Midtown, #FieldTripFridays has also taken root at the Atlanta Botanical Garden, which produces videos each week that offer tours of the Garden, virtual how-to demonstrations on projects such as pruning and bulb planting, and kids' activities, including natural egg dyeing and making compost.

"The response has been phenomenal," says Danny Flanders, marketing and public relations manager at the Garden. "One of the few silver linings in this pandemic has been its timing during one of the most beautiful springs Atlanta has experienced in a long time. Yet, as uplifting as that has been, not everyone could get out and enjoy it, and obviously not at our Garden. So, taking the Garden to them has been a win-win."

#FieldTripFridays has taken the stage at the Center for Puppetry Arts, too. Having already launched a digital learning platform that was broadcasting to all 50 U.S. states, the Center was well poised to feature #FieldTripFridays as part of its online programming, from trivia nights and interactive puppet shows to curriculum-based workshops and screenings of performances such as *Pete the Cat*, followed by a Q&A with author James Dean. In just the past few weeks, its international audience has soared from nine countries before the crisis to more than 70 today.

"At a time when our patrons are not able to visit the Center, it's exciting to know we can still reach them, as well as introduce the Center to new people around the globe," says Beth Schiavo, the Center's interim managing director. "We are so fortunate to have fantastic content already curated and ready to go, as well as innovative artists who continue to invent new ways of engaging our members and online visitors."



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New Data: Select Re-Openings This Week in Texas, Florida

colleendilenschneider

know your own bone



We're so excited to SEA you soon! Following state health guidelines, The Florida Aquarium is open with limited capacity for each day.

ONLINE RESERVATIONS ARE REQUIRED.

MAKE YOUR RESERVATION





The Arizona Repertory Theatre canceled its production of "The Light in the Piazza" before the set could be completed. (Photo courtesy of Hank Stratton)

"I think it will shift people's appreciation for being in a real space with real art and artists. People will relish the idea of going to see an exhibition, live music, a dance concert or a play. They will realize how much they miss being in a room with other people having a shared experience with the art, the music or the story as it hits everyone all at the same time." – Ellen McMahon, Associate Dean of Fine Arts

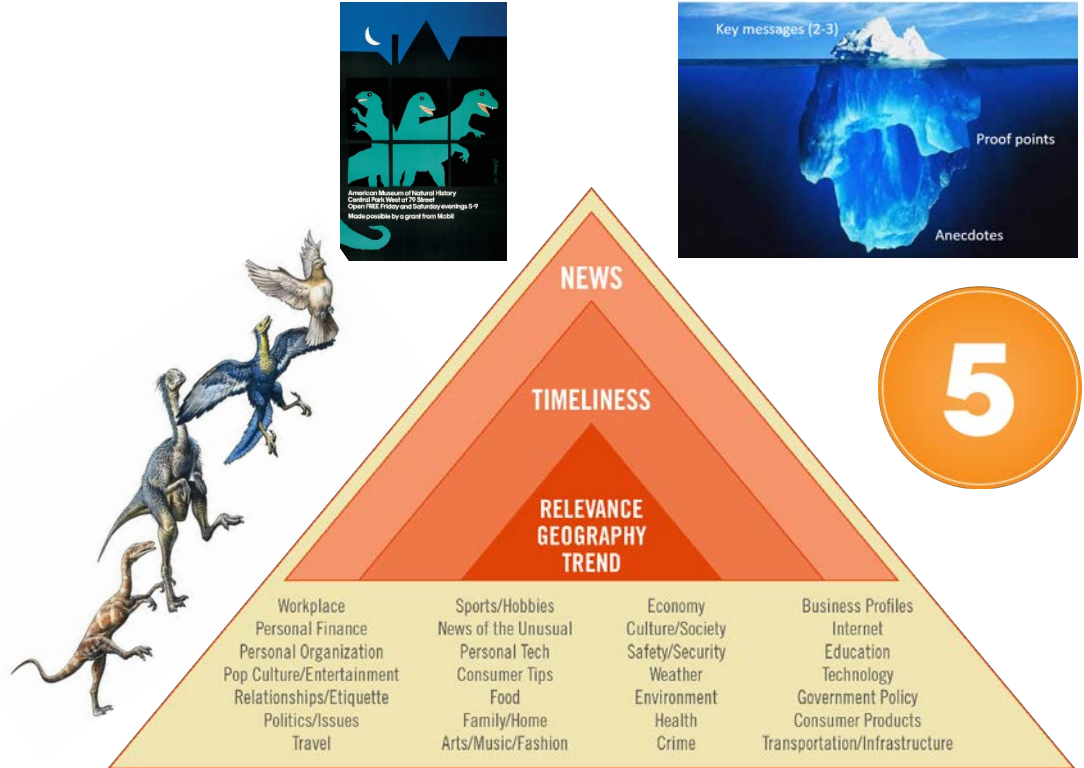


In a Time of Lockdown, the Arts Take Center Stage

Art of all types has proven to be a key outlet for millions of Americans looking for entertainment and fulfillment while isolating, working and educating at home.

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

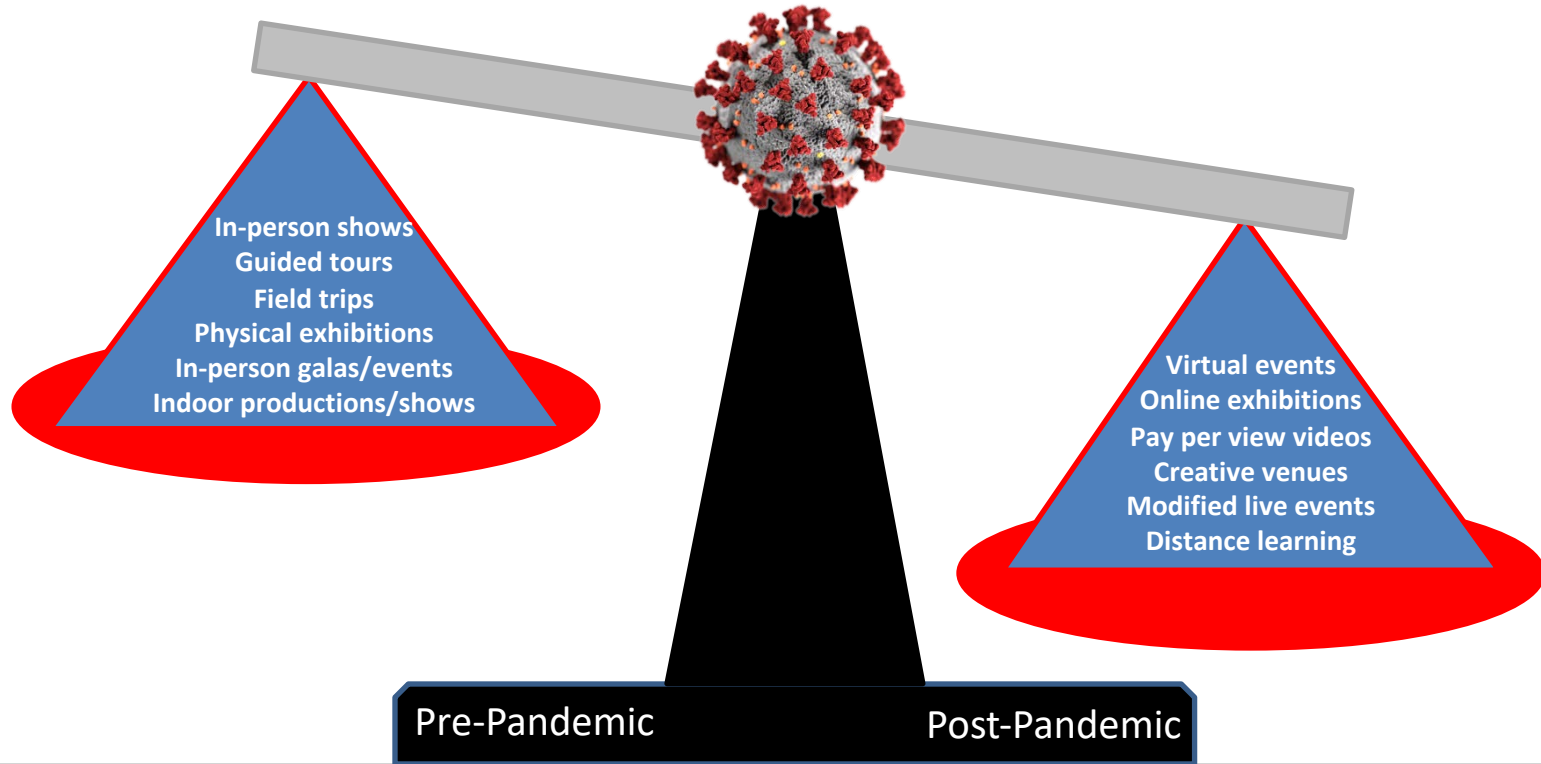


Introducing Virtual Views: Dorothea Lange Like Comment Share More

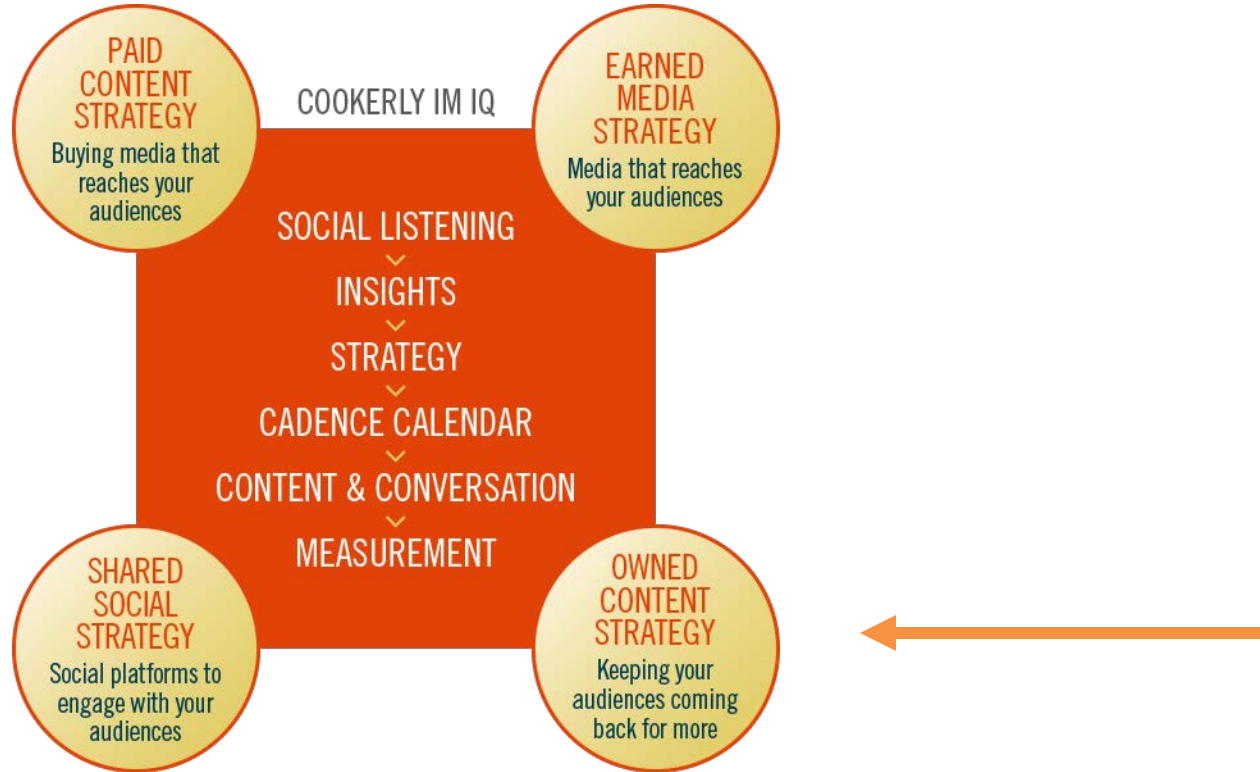
MoMA The Museum of Modern Art Follow 152 12 Comments 114 Shares



Introducing the Post-COVID Programmatic “Pivot-o-Meter”



Third Week: Owned Media



POLL

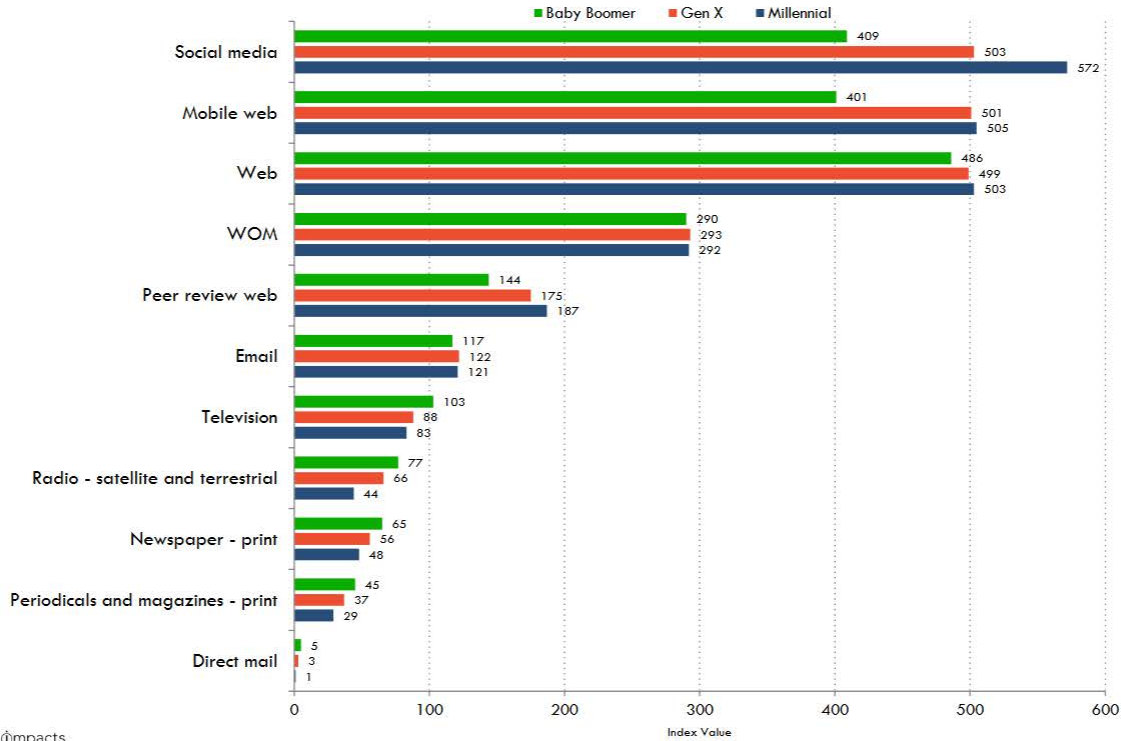


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What new marketing program are you most proud of implementing or enhancing in past weeks?

- A. Landing and/or re-marketing a news story or segment to your audiences
- B. Reaching out to audiences using new social media techniques
- C. Adding new features to your website for your audiences
- D. Other
- E. None of these...yet...

Sources of Information for High-Propensity Visitors





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Today's Discussion of Owned Media

1. Six Features of Successful Websites
2. Tidying Up Your Digital Communications
3. Next-level Owned Channels
4. Your Questions





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Owned Media: The Marketing Workhorses

- Highly adaptable to fit a broad range of budgets and objectives
- Full control over format, frequency and message
 - Critical during disruptive times
- Longevity – opportunity to increase the shelf life of your earned and social media the content

What do you perceive is the top reason people visit your website?

- Purchase tickets
- Learn about upcoming performances and events
- Become a member or donate
- Learn about your organization
- Find directions or parking
- Other

POLL



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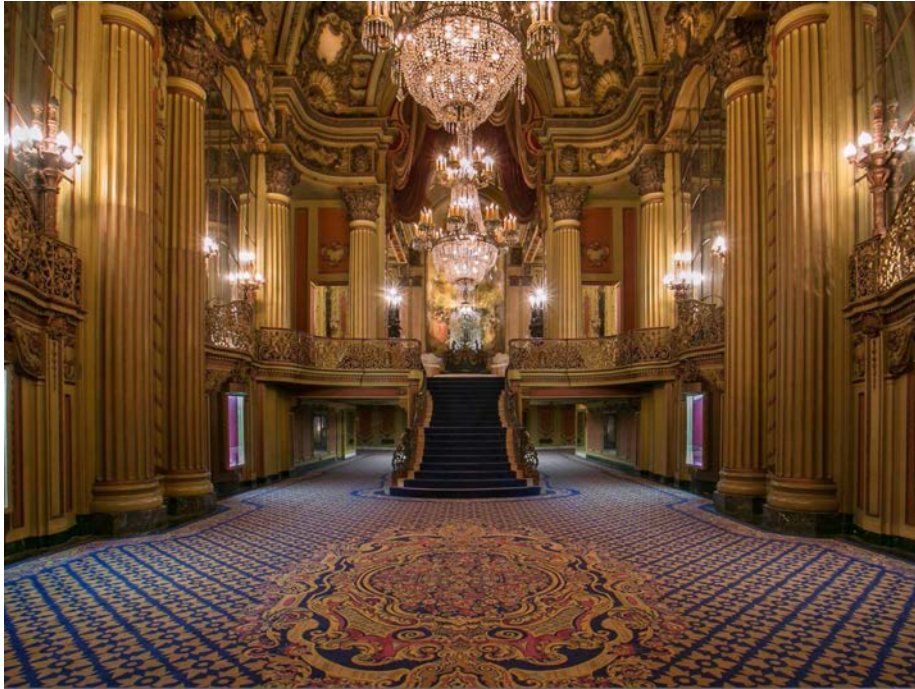
How much inbound revenue do you perceive feeds through your website?

- A. Most of it – it's the primary way our audiences give (50 percent or more)
- B. Some of it – our audiences typically pay another way (Less than 50 percent)
- C. Have no idea

May I Show You To Your Seat?



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Think of your website as your do your venue lobby. It should be welcoming and immediately make an emotional connection with the visitor. It should also have clear markers to help people find their way around – they don't want to stay in the lobby forever. Unfortunately, websites often end up more like warehouses where information gets stacked and stored, and organizations miss the opportunity to make an audience connection.

Updating Your Web Presence for Post-COVID-19



- Focus on fresh content
- Update your website header, not just your homepage
- Add an alert bar that sits above the navigation bar
- Continue updating your site with non-COVID-19 information
- Tell the world (or your community) you're open for business, and how you're operating
 - Pop-up messages
 - Add a link in your menu
 - Banners
- Consider applying to be a Google Ad Grants-certified professional organization



Temporary closure

The Museum has temporarily closed its three locations.

[Learn more](#)



The First Monday in May

Take a look back and ahead

Main message – Temporary Closure – Up top, but removable. Allows users to get pertinent info if they want it, but to easily dismiss it if they're wanting other info; Imagery that recalls the experience of visiting the Met – makes an emotional connection with the visitor, makes them look forward to a day when they can visit again; Main navigation is the same – Buy tickets is still right up top – Subtly communicates that the museum isn't going anywhere and wants you to start making plans for visiting again soon

Six Features of Successful Websites

1. Coronavirus Impact Messaging

- Are you open? When? Under what conditions?
- When you resume in-person operations it will be critical to set expectations for the user experience

2. Social Media Links

- Take the opportunity to connect visitors to your social channels where they can more directly interact with you and the content you produce

3. Digital Experiences

- Archived performances
- Gallery video tours
- Video Q&A



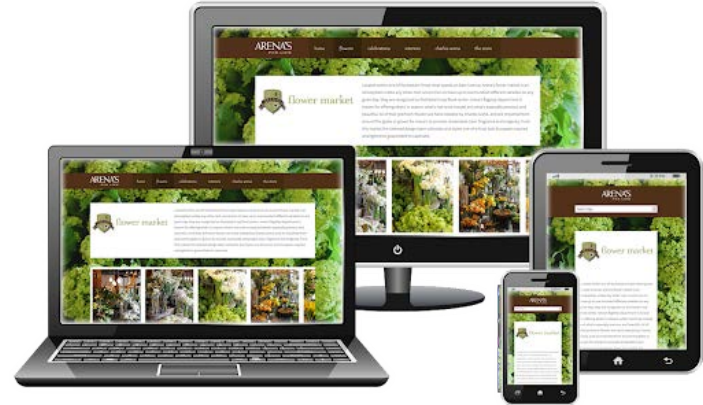
Six Features of Successful Websites

4. Calls to action throughout the site

- Donate Now
- Become a Member
- Buy Tickets
- Sign Up for Email Newsletters

5. Mobile-friendly

- Roughly half of all website traffic is on mobile devices
- Many content management systems automatically render your site in a mobile-friendly format





6. Earned and shared content

- Maximize ROI on the work you put into getting media coverage by posting it/linking to it on your website
- Repurpose user-generated content from social channels to

Met Gala Challenge

What's your favorite Met Gala look from years past? Take the #MetGalaChallenge and re-create it from home!

[Post your look](#)

Tidying Up Your Digital Communications

Design & Content

- Start with your audience, not what you want to tell them
- Be mobile-minded
- Copy should be snappy and scannable
- Don't forget the call to action
- Plan ahead to capitalize on holidays and observances, other opportunities to get attention





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A Winning Delivery

Stand-out subject lines

- Keep them short, about 6-10 words
- Be creative when you can
 - FOMO: “This Weekend Only...”
 - Humor: “As you wish...”
 - Curiosity: “Find out why...”
- Keywords with high open rates: Update, Alert, News



Frequency: Don't overdo it

Best Days, Best Times



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Copywriting

- When drafting, try to keep copy short, snappy, easy
- Consider going live on appropriate media
 - Provide advance notice of live sessions in days leading up to event
- Video
 - Include closed captioning whenever possible
 - Ensure you add closed captioning
 - Fundraising (streaming galas)
- Virtual tours/exclusive virtual gatherings with artists, curators, directors
- Master classes
 - This can be adjusted to scale
 - Center for Puppetry Arts uploads puppet creation workshops to YouTube
- Crowdsourcing



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Content Creation

- The average person has a 10-second attention span
- When scrolling through news feeds on social media, it's safe to assume that an average person's attention span is much less than that
- How do you make your audience pause on your content?

Leveling Up Your Email Performance

- A/B Testing
 - Change one email element at a time to gauge its impact on open rate, click thru, etc.
- List Segmentation
 - Customize content based on subscriber level, ticket purchase history, etc.





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Polishing the tried-and-true communications pieces

- Blog
 - Best uses
 - Integration with shared and earned
 - Voices
 - Thought leadership
- Donor/Member Communications
 - CRM strategy – database, mailing lists
 - Calling scripts
 - Thank-a-thons

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Does your organization already have a podcast?

A. Yes

B. No



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QUESTIONS FROM GROUP

Keep questions coming our way that we can address during this session and in the final one next week!

New Haven Symphony and Godspeed Theatre Examples



A podcast series that shows you how to get more out of the music you love!



Orlando Ballet Company Examples



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FITNESS THRU DANCE

Live on ZOOM, May 18-23rd (EST)

MONDAY	6PM BEGINNER BALLET WITH ISABELLA MENDEZ
TUESDAY	10AM INTERMEDIATE BALLET ANNA CIRIANO
WEDNESDAY	11AM BEGINNER FLAMENCO WITH TAMMY WEBER DE MILLAR 6PM ABSOLUTE BEGINNER BALLET WITH ADAM BORELAND
THURSDAY	6PM BEGINNER AFRO-FUSION WITH KIRMARI SCOTT
FRIDAY	10AM BEGINNER CONTEMPORARY WITH ANAMARIE MCGINN
SATURDAY	10AM INTERMEDIATE BALLET WITH ANITA BOER

REGISTER THROUGH THE MINDBODY APP. PAY WHAT YOU CAN WITH A \$5, \$10 OR \$15 DONATION

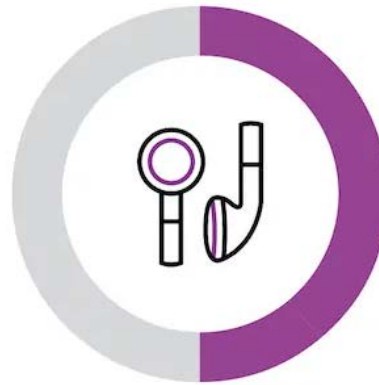
Next-Level Owned Channels - Podcasts

Why start a podcast?

- Reach new audiences
- Repurpose content
- Create a connection
- Showcase expertise

Considerations:

- Format: Interview, Co-hosted, Narrative
- Frequency
- Resource Investment



50% OF ALL HOMES
ARE PODCAST FANS

THAT'S OVER **60** MILLION HOMES

U.S. weekly podcast listeners averaged

Six podcasts

in the last week

Next-Level Owned Channels - Podcasts

Recording/Production

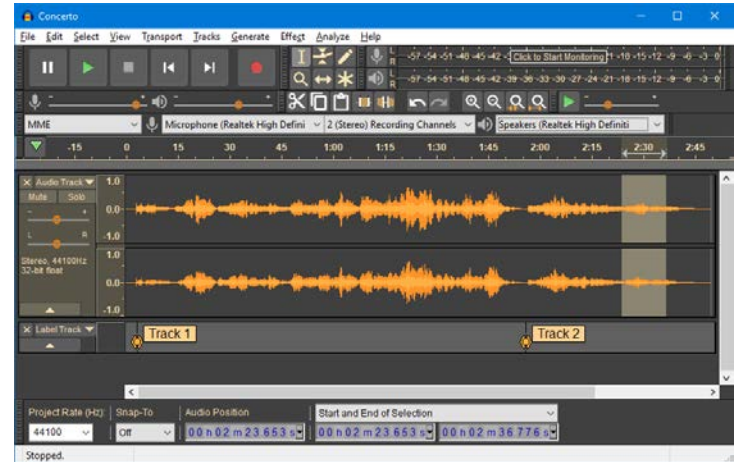
What equipment do you need to get started?

- Digital recorder (Less than \$200)
- Two microphones (About \$40 each)
- Microphone cables (Less than \$10 each)

Editing

What software/editing tools will you use?

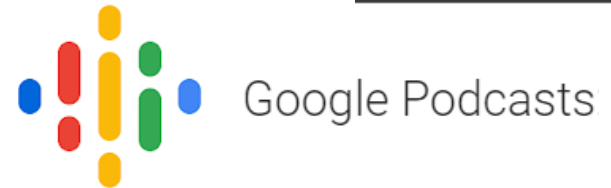
- Audacity – Free, open-source software



Next-Level Owned Channels - Podcasts

Publishing & Promotion

- Choose a podcast [hosting site](#) like Libsyn (as little as \$5/month)
- Syndicate your podcasts on multiple platforms:
 - Google Podcasts
 - Apple
 - Stitcher
 - Spotify
- Promote episodes on your social media channels
- Encourage guests to amplify their appearances on their own channels



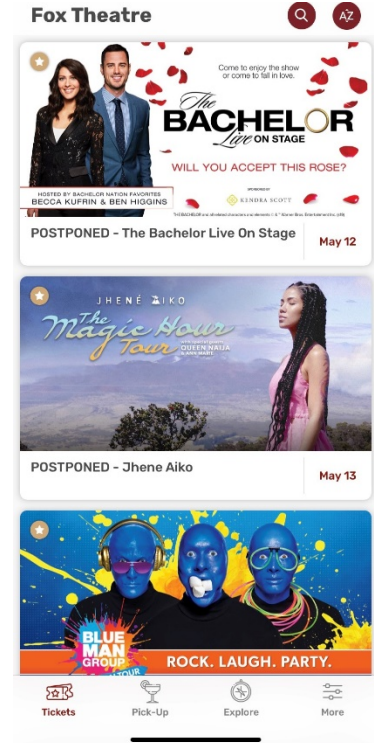
Next-Level Owned Channels – Mobile Apps

Must-Have Features

- Calendar of events, performances or exhibitions
- “On-the-go” ticketing
- Connection to social accounts
- Strong Visuals

Bonus Elements that Elevate

- Enriched on-site experiences
 - Behind-the-scenes information or insight into works
 - Exclusive content or discounts unlocked through social media check-in
 - Audio-guides with detailed information on artwork, exhibits and more
- Video





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Next-Level Owned Channels – Geofencing & SMS

Geofencing

- Works best in combination with mobile app
- Welcome messages for season ticket holders

SMS

- Add an opt-in for text messages field to your ticket purchasing
- Send thank-yous for the ticket purchase, reminders in advance of event along with link to relevant info