LIVESTREAMING OR HYBRID STRATEGIES:

What is Right for Your Organization?

DEC 3 2020



What is The Breman Museum?

HOLOCAUST EDUCATION

SOUTHERN JEWISH HISTORY/ARCHIVES

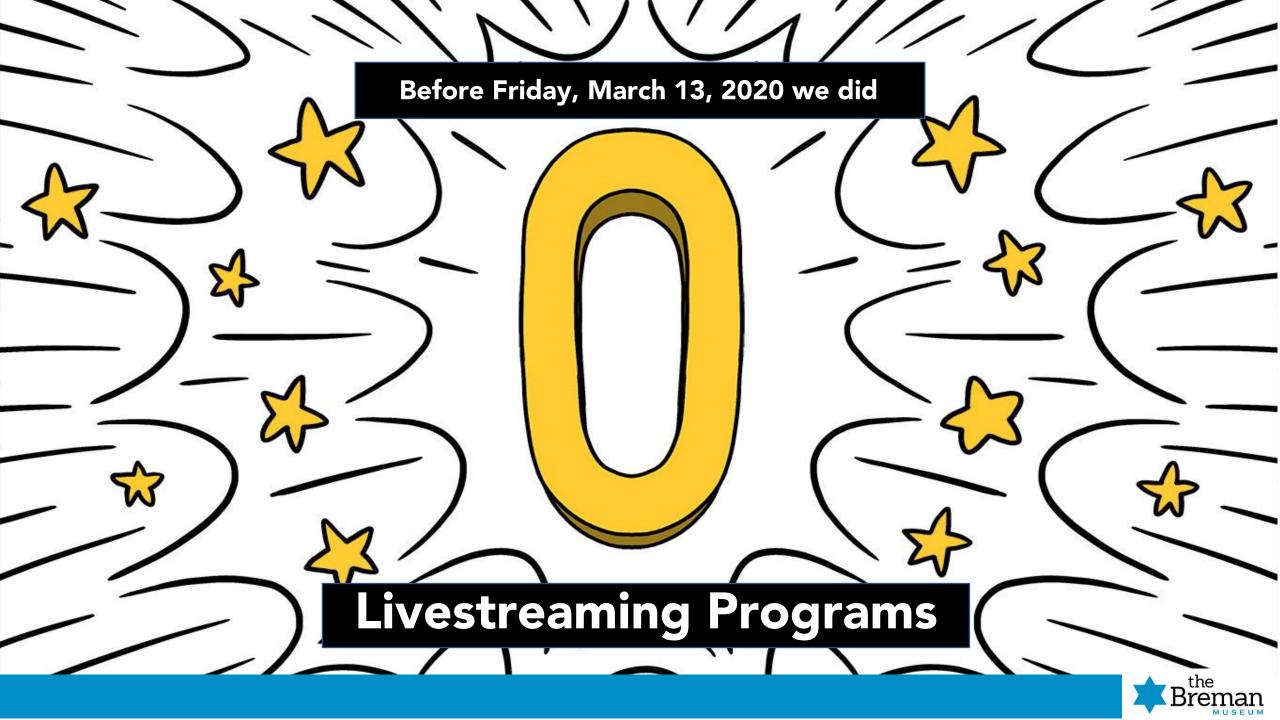
JEWISH CONTRIBUTIONS TO ARTS

JEWISH CULTURE

EXHIBITIONS



MISSION: Connect people to Jewish history, culture, and arts.





Looking Up - Clasing

In well has closing this Bridge the Dist of Language book wite your last erful exhibit and look forward to our future exhibits.



s: Helen Weingarten (Romania)

children. She entered Josephortz as one of the circura, but only four accoped death when the 500 women she vice with were rechiscred from hambers and sent to Germany for sizine labor.



ture - Chanukah Favorites with the ASO

Symphony Orchestro at the Bremon Huseum (\$460 Syring St WN) Come. ly consted gragram by The Atlanta Symphony Orchestro at the Historia as mankers can visit the inspecim to learn about shortal manients in anjoying the muclo of Horokkah and other selections by lendth



ips for Taking Fabulous Photos

a copture friends and family in ghotpel John the Bremon Pibeson and inal photographer photo educator and Executive Director of the Islanta hande-on for workshap, lad'th will hitrodace you to several tige for d family phases, including light tachniques, peeing your subjects and nd. Bring your forestse comerc (from 19hone to 0.5LR) and learn a few and and family phases - narract for your holiday notherings! Prove con



Historic Jewish Atlanta Tours: The Roosevelt

Plange Into Natoric Jenish Intanta with exclusive soors of saws of the city's wast eightfuors. often light as as we explain on intimate behind-the-comes access to Reservoit Wigh School.

CLOSED for New Years Day

The Bramon Museum to classed for New Years Day and will re-open on Thursday Jonuary 2nd

CLOSED for Christmas Day

The Bremon Microsom to classed for Christman Day and notil re-onen on Thursday December Sack.



Historic Jewish Atlanta Tours: The Temple

Plungs into historic levish disjorts with explacine toors of some of the city's most eignificant sites I fair as as we explore The Temple. Founded in 1967, the Temple is injurious oldest synagogue and one of the most historic levish religious institutions in Javanus.



The Role of Influence in Photography

Philip Haster, one of injectors leading photographers will share how the work and influence of Licette Model, on Jost for-born Jamerican vilka tought phatography at the New School for Social Research, shaped the direction at two of the greatest photographers of the trientleth-century,



Bearing Witness: Henry "Hank" Lewin

Hork tails the stary of his garants, Hars and Lee! Levin who were morned in Keyno, Lithouris, and endured separation and several concentration comes to contrib the hallocoust. He remembers Sideon a brother he never knew who was blied in brosshirtz at the age of two.



Aligning with Nature: Tu B'Shevat Lessons That Connect Us with the Earth

The Bramon's own Robbi law Prose will be discussing the holiday of To BiShavet and a sampling of foods from the holiday will be anoticible. Free occess to the gardens oftenward to included with the



Bearing Witness: Murray Lynn (Hungary)

De01207-1009-0009

Holocoust Sun highs Tall Thair Unforgattable Stories at The Bramon Massum Atlanta, Seorgia, October 2008 - The Briefick Museum, Watchberg Center for Halocoust Education and community partner Stemal Life - Hemshadh greaent SSARINS NITHESS on angoing series of talks by

CLOSED for Thanksgiving

The Bramon Museum is closed for Thurkighting and writine-agen on Sunday Desember Let.





Field Trip Fridey: Atlanta in Times of Crisis

istores in Times of Crisis is an eventage of key turning points when sittens of the Gote City have collaborated to aversome hardship.





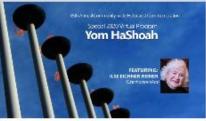


lain us on Sunday, ágril tírth at tíom, as we bracecost a very special Yam Hadhack message



In The House of Cohen with Peria Batalla

EVENT POSTPONED Your health and mali-hading one our first priority, so we know that you won't be surprised that we are postponing the last two gragions of the Holly Blank Concert series until





Second installment of our portnered virtual series with the Jevish Educational Altionae and

BREMAN MUSEUM ONLINE SPEAKER SERIES



The Breman Online Speaker Series: Jews of the American

Are the force I promoted a color can

FRIDAY APRIL 24

John Jirchlints Jerseny Kata as he debies into Southern Jewish History in this Dire online operior



PROGRAMMING BEFORE MARCH 13



Bearing Witness: Alfred Schneider, PhD

PROGRAM CANCELLATION Out of an abundance of caution and in respect for our specker and softrone the 53.56 tour and the \$5.58196 WITNESS program featuring Johns Schneider PhD scheduled for this Sondov (Horsh 13th) is concelled and will be respheduled. Thank you for your understanding. Those at you who have direct contact with persons you know were planning to some inlease contact them to case their during not not this message. Morth our website and sucial made for updates. The museum will be upon to the public or for General Admission for FREE titls.



Consellation, Due to on abundance of courties and in following the recommendations of the CDC we are conceiled the Fulton Box and Cotton Will. The tour way be reacheduled to a different date



Let's Fall in Love: Joe Alterman Trio with Special Guest

Join on for a sweet oftendown filled with mosts and remonse. Snlay lave-themed some from the Great Innerton Sprinkerk, Hear spring from Stricts Manay Wilson Not Kinn Cole and Ella-Progestid Jain or and fact fall in Java Presented with the littlents levich Modic Festival.



Historic Jewish Atlanta Tour: Civil Rights Trolley Tour

John as for per year. Historic Lewish Intanta Tear with a one-of-a-kind trailey tear of the Jewish connection to Atlanta's Chill Rights Hovement Explore the role levish Notitutions played in the fight for integration with courseous at The Temple, Prior The the Rich's Building the Pacahtres Manar Hotel, and the Ismerican Mater Hotel.







OUR CRITICAL MOMENT OF TRANSITION

Situation March 13, 2020

Museum Closed | Programs Cancelled | Tours Cancelled

For How Long?

WTF

Lots of Questions

- How long will we be closed? What if it lasts 3 months?
- What should we do now?
- What are our obligations to sponsors, members, ticket holders?
- What will our employees and volunteers do?
- Money?

Action

- Our leadership and Board were supportive and open minded to possibilities
- The world quickly embraced Livestreaming
- We did the same Field Trip Fridays, History Talks, Historic Tours, Magic Classes, Art Workshops, Performances
- We made a lot of mistakes we are still learning

How Did We Fund It?

- Reallocation of funds
- Gov't assistance

Before the 13th

We were a physical destination for:

- Exhibitions
- Holocaust Education
- Class Trips
- Tours
- Historic offsite tours of Atlanta
- Book Talks and Art Talks
- Concerts
- Performances
- Educational Programs History, Holocaust Education, Genealogy
- Archives was a destination for researchers
- Volunteer activities
- Classes
- Discussions

After the 13th

We became a virtual destination for:

- Exhibitions
- Holocaust Education
- Class Trips
- Tours
- Book Talks and Art Talks
- Concerts
- Performances
- Educational Programs History, Holocaust Education, Genealogy
- Online Archives destination for researchers
- Volunteer activities
- Classes
- Discussions



MAR 14 - Present

We closed our doors but didn't close the museum.

During this time, we completed over 70 Livestreaming/Hybrid Programs



Seorge Rishfeld (Poland): Unforgettable Stories from the

aurga rice born in hipropic, Poland, de an infant, he vice thrown over the borbed-inne fence of the tina Shatto Into the violiting only of Holinko, the doughter of a man that violed for George's ther. Risking their own thes, they hid Seenge for the remainder of the wor taking him out into is community and to abundh as if he was their own.



ilm Screening and Discussion: Mikval Democracy is a Verb

everying story of storning accomplishments despite incredible obstacles, Mikral Democracy is Vario charts the meteoric rice of Johns Piling the "raisedy that nobody sent from an operarished childhood to an egic coreer as a golfdictor, federal legislator and judge, and White-

cose course). Journay with Militia on he grenoits over the governot Soley machine, challenges the octorial Riffe Association, Agints for a Constitutional amendment to give 18-year-aids the right to one and to strike dawn the Pentagon's bon on goys in the military, and graggies with the 1979. equilibrity in containing of Shoking (Chronic See how his necessaries achiecopy of ethical bi-northean eveniment regist testice and non curron continues via his langer emeritation the Milina



ews and Jezz: Stories and Music about the impact of Jews in the Jazz Scene

eat Sury Hotiey and OnSordon Vermick or they discuss the eight foort roles that levis have loyed in the loss scene as composers, performers, writers, and entregreneous, Learn about the profriencies of commissions like Geome Gershorth, Vin Horborn, Docor Hommerstein and mane. origits program will explare some of the most important compositions by these great omnouses white are tail the book stories of Tens and Just'





Jews and Jazz II

law to book more averaged

Dr. Gordon Vermick Blacksess the algorithment roles that Jews have gained to the last scene as composers, performers, writtens, and entrepreneurs. Geom about the contributions of composers the Saurge Servitorin, Villy Horborg, Oscor Hommerstein and mare. This program explanes through stories and mosts some of the most important compositions by these great composers while we tail the back staries of laws and latt." With Gary Matley on Plana.



Bearing Witness: Unforgettable Stories from the Holocaust

Som in the cores of Likeline, Weisher, Greenblot comitted the Molocoport because of the response follows and determination of his powers in enading the Notic is he states. It is because of my garants' announcing will that we were able to somine the kernors of the Holocopp." When the family settled in Itlanta, Heishel learned how to become an American as mell as an active member of his southern community.



community Conversation: The Kaiser of Atlantis

lain áclanta forente Lais Reittes, hait af WABE's City Lights, in convenacion with The áclanta Operate General, & Airtistic Streams, Tomer Zirolon as they discuss the Operate upcoming production.



A Jazz Memoir: Photography by Herb Snitzer (Virtual Exhibition)



Jazz Talk with Joe Alterman and Herb Snitzer

licts ghatographer Herb Britter tells atories and chara with Jan 3 berryon, lots plants, histories and executive director of Resonanth contest and culture certes.



Germanic Language & Dialect Series: Yiddish

Name and Address of the Owner, where the

Many Yiddish words have been adopted by other languages globally and you may even realite you've againen come indidich your entire life. Over colled comeone a Klutti' Or ecten a delictors bage!! Lithough there may be much on the surface me are already familiar with, there is also the deeper and tragic history of how Viddish nearly went extinct during the Palacoust, and that even today it is in danger of being forgatten.



A Jazz Memoir: Herb Snitzer Zoom Art Talk

Meet Refs as he and exhibition curater Tany Consdorne discussions, Photography and wuch mure. The new askibition, 3 Joss Hamain, Photography by Harb Snitzer features (mages documenting Imerical latt scene, facusing on the 1927–1966, of his over fifty-year screek images of Laufe Streetzens Nino Streena Miles Covis Dissy Sitiasnia Doka Eldinoson and mony others are sharingsed Additional works reveal his desire to use photography to effect social change and his belief that "injustice for one is injustice for all."



inc Modiner journalist and outher traces Georgia's first levis from the tertore chambers of the Portuguese Inguisition through escape to Landon and their arts a forbidden rayage to Salannak. Unangected and unwanted, it's lank landed in the intent colony \$715 in the milist of a deadly epidemic there - seemingly qualled by one of their own, a Portuguese-born distant His constitue personants brought respect and equal treatment for levish settlers (then the Revolution come, these formilies fought as gathlets, for supplies and helped finance the non-





Studio Earth: Environment Message Sculptures

14 34 3000 HARD AND GROWN

This mortishes brings evideneess to see torties, one of somendangered species. See torties one the ultimate ecological lesson, showing that everything is connected. In this invulation, children, parents and alblings can enjoy handring the sea tortie by precting a sea tortie societore using air dry slag to create texture and design that can be incorporated into a 50 sea tirtle sessions. The day can be made at home with a simple racipe oring floor, soft and water and the racipe will be part of the supply list included with registration for the workshop





Studio Earth: Shadow Puppet Workshop

Mr. Downer will golde participants as they areate their arm shadow puppers, facusing on the grossiand essaystem and brothstorming about other Blame elements such as plants and viste sources. Porticipants will make masse and tier shadow gappets, catting out a template provis as a POF with a special fact sent to those who revisted Participants will make numbers some at and more the attached sticks with hand motions, while learning concepts including blodhersh Interdependence, food webs and gallution.



PROGRAMMING AFTER MARCH 13



Two Cities, One Story: Rabbi Jacob Rothschild

Jameny Katz, Santon Director of andrives of the William Sneman James Heritage Husson, and Eric Light Director of the Rook Javish Archives at the Reint History Center, will discuss the life of Robbi locals Rathechild through their archival collections from and rolled in Pittstornin Rolls. Ratheahlid maked to littletto shartly ofter World Nor II to become the New sylvition leader of the provisionables and largest learning congregation. The Terroria, He spoor become a chirt rights activist. and agent of change in the Lewish and general communities of Islants.

PIPI B TOIR



Reform Judaism in Charleston and Baltimore

Mark Bouman, natived grafeseer of Wistory at Intiento Methogolitan College, will discuss the original of Reform Judgiam IV. Charleston and especially Boltimore and have lesse from these office took it. across the country as they maked westward. More than shanges in religious graptices, the goals.



for Reform Idealogy reflected freedom of choice and the terrining-itation of Jynerican Judalam.



Jewish Genealogical Society of Georgia Meeting

Saw Palner, year medigent of the levitih Geneclopical Society of Georgia and a popular prese will hald a workshop to help us all brack through compensatel and research borriers to addition



Attendees at virtual art class

Our Current Target Audiences

Circle of Influence

- Members and Donors
- Email Database
- Educators
- Social media likes

Interests

- Jewish culture and arts
- Holocaust education
- Southern Jewish History

When open, we target tourists and visitors

Geographic

- Primary Southeast
- Secondary USA
- International

Demographics

- 65% Female
- 60% Over age 65 (Younger than Pre Covid)
- Higher than average HHI

Our Tool Chest

- Social Media
- Email
- Publicity Traditional, Non-Traditional
- Radio-WABE
- Partnerships and Strategic Alliances
- Blogs and Influencers
- Word of Mouth
- Retargeting Campaigns
- SEO
- Website
- Platforms- Zoom, Vimeo, YouTube, FaceBook

We've learned a lot

Vision Innovation Resilience Attitude

"We cannot think like we did; we need to think more like a technology start-up"

"When Grandma/Grandpa and School Children became comfortable with livestream programs...The transition became real"

"We are not alone, others are doing, have done or are planning to do the same things we are doing. We need each other"

Thank You ABR!

Are we generating revenue?

- No not from livestreaming audiences... yet
- Yes Patrons and Sponsors of content
- Yes From virtual school tours, speakers and gallery tours

We need to do better

Attitudinal

- Can't is not an option Staff needs to be resilient
- We will make mistakes, learn quickly from our mistakes and adapt
- We are not alone Work with the community
- Audiences have been trained Livestreaming is another channel
- Audiences like the social aspects of a live audience

It's a Hyper Competitive World

- Overwhelming quantity of programming available for consumption
- Production quality matters, we always need to improve
- Content matters must be interesting
- Audiences are only nice until they aren't

Our reach has become worldwide, attracting new eyes, new demographics, new opportunities



WHAT'S NEXT

- Partnerships
- Monetize programming
- Improve quality content and entertainment value
- Improve broadcast quality
- Improve video post processing and editing
- Continue to grow database and audience size
- Plan quarterly not randomly
- Continue to build staff skills for new challenges

Plan for the day when we are a thriving physical and virtual destination

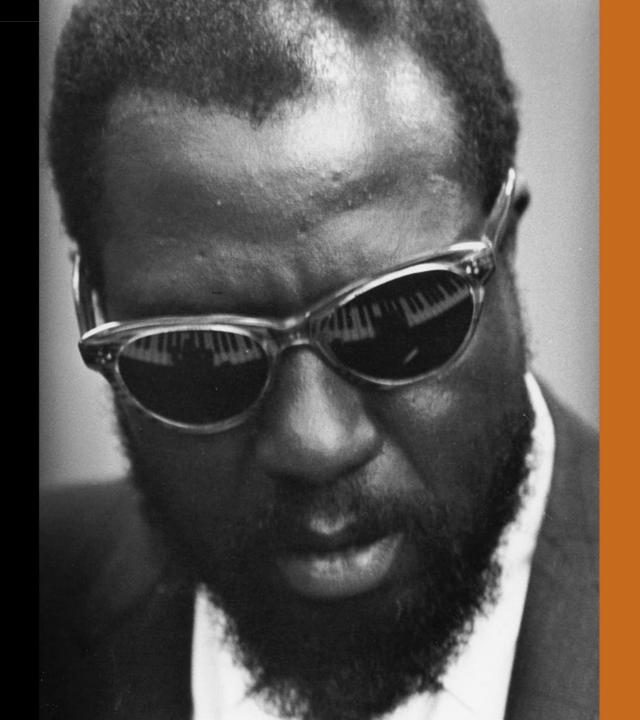
ATTHE BREMAN

AJAZZMEMOIR

Photography by Herb Snitzer

THELONIOUS MONK

Photograph by Herb Snitzer



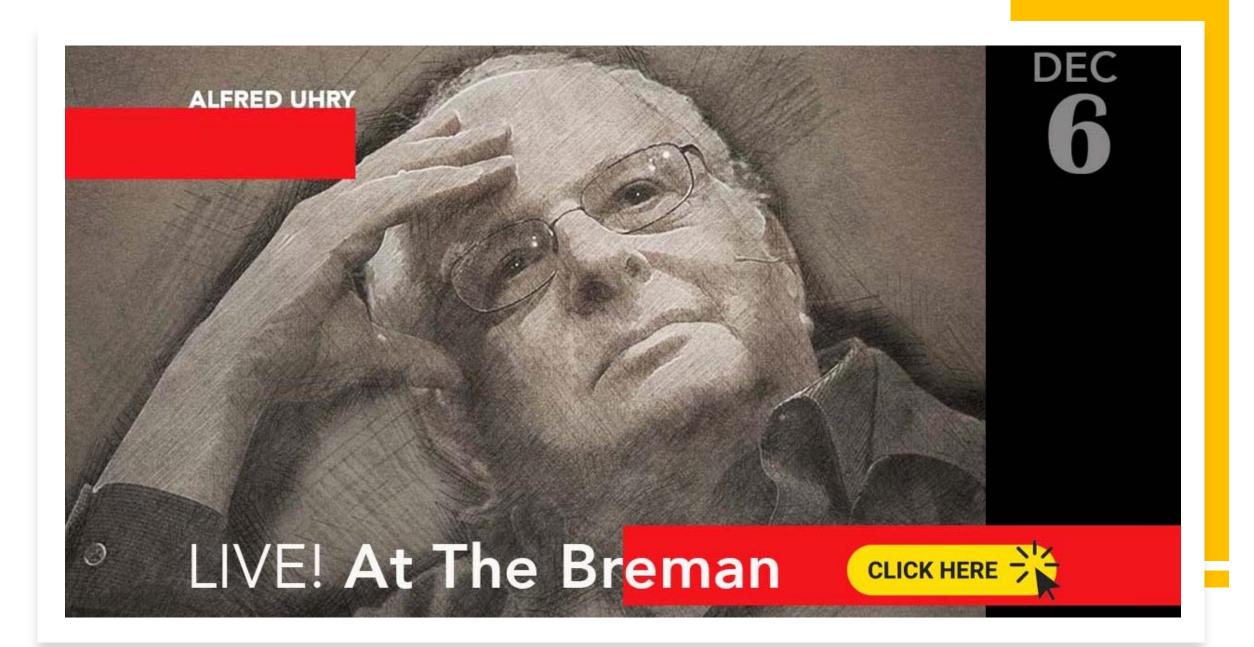


Virtual Art Exhibition and Guided Tours



Virtual Holocaust Exhibition Docent Led School Tours

AT THE BREMAN







JANICE ROTHSCHILD BLUMBERG

LECTURE

With keynote speaker and acclaimed playwright, Alfred Uhry.

In honor of Atlanta Jewish community pillar Janice Rothschild Blumberg, please join The Breman Museum, Southern Jewish Historical Society, and The Temple as we unite two of her passions: history and theater.

Alfred Uhry discusses his own reflections on the intersection between race and religion through his award-winning plays based on Jewish life in Atlanta and the American South.

This ZOOM Webinar is Free. Visit TheBreman.org for more information and to RSVP.









LIVE! At The Breman **DEC 9 | 7 PM** JOE ALTERMAN

Thank You!

LIVESTREAMING OR HYBRID STRATEGIES:

What is Right for Your Organization?

DEC 3 2020

