

## PUBLICITY

### Emily Teeter

Each year, Chief Curator Jack Green seems to be able to find a little more funding for paid advertising. Our strategy is to split our resources and efforts between the goals of increasing overall awareness of the Museum and promoting the special exhibit and public programs.

Among the places that we placed print ads this year are *Footlights* (the program for Court Theatre), *UChicago Arts* quarterly magazine, *Hyde Park Herald*, *Southside Weekly*, *New City*, and we tried some new markets, like *Chicago Life*, an insert in the *New York Times*, and we assisted the Pritzker Military Library by advertising in a special program. We did several sponsorship radio campaigns on WBEZ, and we also expanded to promotions on WDCB (College of DuPage). Working with Jack, Emily has been spending more time investigating other advertising venues that might bring us to the attention of the public. The social media group did a series of paid ads on Facebook in February and March 2015.

Rack cards still play an important part of our marketing strategy. They continue to be distributed throughout the city by Wahied Helmy. This year we had three cards, two for the Museum (one featuring the Persian bull and the other featuring the statue of Tutankhamun) and the other for our special exhibit (fig. 11). Wahied noted that the response of the staff of the Chicago Visitors' Centers was far more positive to the Tut card, and so once the bull cards ran out, Tut became our public face. For the record, in the last year, we printed and distributed

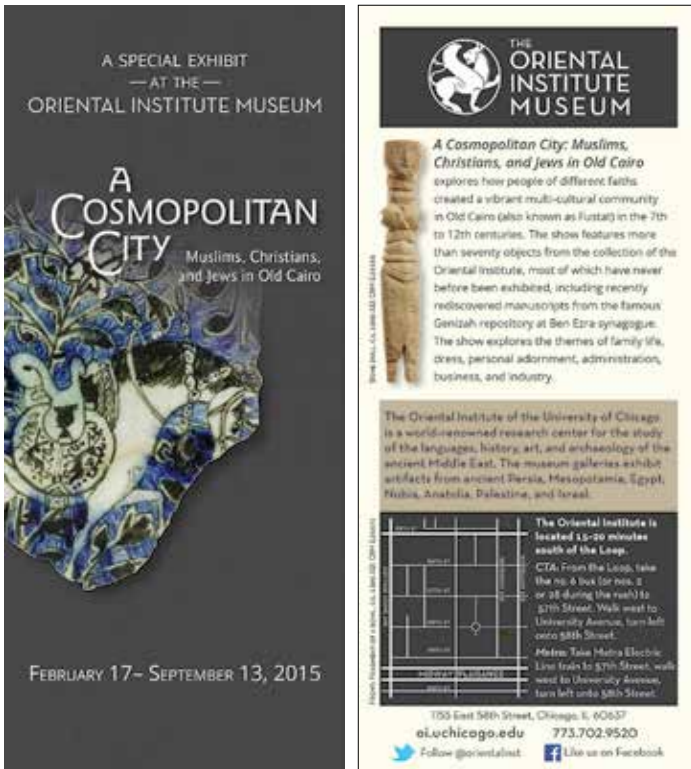


Figure 11. Rack card (front and back) for the *Cosmopolitan City* special exhibit. Designed by Josh Tulisiak

more than 12,000 cards for our special exhibits and more than 16,000 of the Tut ones.

We did not produce street-pole banners for the special exhibit, instead staying with the “Discover” series from last year (see 2013–2014 *Annual Report*, p. 226, fig. 1), and they continue to weather the months without wear and tear.

After much effort by Jack, we managed to vastly improve our outdoor signage on the new pedestrian walk that used to be busy 58th Street between University and Woodlawn. Our one existing sign kiosk that was to the east, near the loading dock, has been relocated north near the walk, and a new one has been placed near the entrance (fig. 1). This allows us to exhibit large posters that encourage drop-in traffic, and to promote public programs and our special

exhibits. With the Museum’s purchase of a large-format printer this year, we can easily change out the posters, allowing for great flexibility in the use of the kiosks.

In the last year we have become “proud partners” of Museum Campus South (MCS), a consortium of South Side museums (Museum of Science of Industry, Robie House, the Smart Museum, the Renaissance Society, the DuSable Museum of African American History, and the Reva and David Logan Center for the Arts). The brainchild of Dr. Carol Adams, former director of the DuSable, the concept was to remind people of the concentration of museums on the South Side, and that there is another “museum campus” in town. Our goal is to drive visitors to all the Hyde



Figure 12. Press conference for the inauguration of the Museum Campus South consortium at the DuSable Museum of African American History (photo: Duane Savage)



Figure 13. Promotional materials for the Museum Campus South Passport program. Designed by Josh Tulisiak

Park-Washington Park cultural institutions. With support from Choose Chicago, our roll-out consisted of a shuttle in August 2014 that connected all the museums. We printed and distributed rack cards and had a very successful press conference at the DuSable announcing the formation of MCS and we garnered several mentions in the press (fig. 12)

We followed up this spring and early summer with the Nights at the Museum series, bundling already planned programs at members of MCS into a single marketing piece. We rolled out our Passport program, issuing "passports" that can be validated at each of the MCS venues. When "full," the passport can be redeemed for a MCS mug (fig. 13). We are developing tracking systems for passport activity to test how effective they are. MCS has relied upon the talents of our part-time graphic designer Josh Tulisiak. We will continue our Nights at the Museum series in the summer and fall, and continue to look at ways to leverage the power of joint marketing. The MSC is now also partnered

with the South East Chicago Commission, UCArts + Public Life, and the University of Chicago Office of Civic Engagement. We also continue to be a member of the Culture Coast, another, broader, consortium of cultural and commercial attractions in the South Side area.

We continue to profit from the advice of Susie Allen and Nora Semel of the University's Communications Office, especially about recent events in Iraq and Syria. Numerous requests were received for comments from Gil Stein and Professor McGuire Gibson about the situation. It is ironic that the tragic events in the region are making the importance of our collections even more evident and bringing us more visitors, as well as making the public aware of how important our efforts to document and preserve cultural heritage preservation are.