

COMMUNICATIONS CHALLENGES

DEALING WITH MULTIPLE STAKEHOLDERS

You've just finished working on a draft ad campaign for an upcoming exhibition, and you receive the following feedback:

- The featured artist wants to use a new image that she loves, but you are concerned that it's not reproducible and won't be the best choice to represent the show and draw attendance
- Each of the sponsors prefer the existing image, but want their logo size doubled, which will compromise the integrity of the ad

What should you do? Listen to the exhibiting artist, the underwriters of the exhibition, or neither?

WHAT TO DO IN A CRISIS

Your museum just opened a new exhibition. It features provocative imagery that could be considered offensive by some museum goers and may not be appropriate for children under 16. Your director has received a letter of complaint and a few press articles have raised concerns about the explicit content.

What should you do? Nothing too damaging has happened yet, but you are concerned that negative comments could go viral...

FINDING YOUR AUDIENCE

The mission of your organization is to make the arts accessible to all people. Your organization offers fee-based classes for kids and adults. You have been tasked with finding a way to market the classes to the surrounding community, particularly the classes for kids, in an effort to increase revenue. However, you notice that many of the residents in the surrounding communities can not afford the classes at the normal rate. How do you relay this information to your executive director, and what adjustments need to be made to the marketing plan, if any at all?

LAUNCHING A MAJOR INITIATIVE: FIRST STEPS

You need to plan a media campaign to open the Logan Center, a multidisciplinary center for arts study, practice, and presentation at the University of Chicago. Designed by well known architects, the Logan Center will also be a public venue with exhibition and performance space that opens its doors to the communities that surround the University and Hyde Park.

How do you go about building awareness among multiple stakeholders?

REACHING NEW AUDIENCES, ENTERING NEW SPACES

You're preparing for the opening of the Arts Incubator, an artist-led placemaking project and the University of Chicago's first programmatic presence in the neighboring community of Washington Park. How do you incorporate the voices of the community? What assets do you hope to attract to the project? What concerns do you anticipate?

