

Creative Media Specialist

Angela's Report May 13- June 17

Month in review – I dove right in and started tackling the highest priority tasks and learning my way around the museum.

Within the first week, the **new logo was finalized** so that it can be used in all outgoing Museum marketing and branding. I refined the proposed logo to be iconic of the Museum's architectural details and incorporated the fonts to have the character of strength of historical authority and importance that the institution represents.

The **web site** needed lots of attention to make it up to par with the new exhibit.

To start, I documented all the pages of the old site, and assessed what needed immediate attention, and what was going to give the site a quick facelift – especially to highlight the new Discover Northeast Michigan History exhibit.

Using the existing platform (Wix) I changed the homepage by adding new logo at top with Mission Statement in header. Added a slide show of what is currently on display with imagery of new exhibit and galleries (which can be updated as those changes to keep website fresh). Moved footer info to relevant pages. Rearranged the navigation menu and made plans for changing other pages to reflect the new logo with columns of info. The mobile version also needed attention. Website are an ongoing process to update the pages with current information and keep it accurate and interesting to visitors. I'll be continuing the research/comparing to other established museums for best practices and revitalization between other priorities.

Another project that needed immediate attention was making the **new billboards** more visible from afar. We enlarged the new logo and important text so drivers could see and read the info quickly. Artwork for 5 billboards was updated and sent to Lamar as soon as possible to fit into production schedule.

In the meantime, **ads were created for the Alpena News** highlighting the new exhibit

1. CRTC ad for special section due June 2 – inviting Military to visit
2. Brown Trout ad – created, approved and sent in – inviting families- highlight fisheries
3. Log Cabin Day advertising – updated activities, scheduled and sent in artwork to Alpena News
4. Peyton sent prompt for Nautical Festival advertising - let her know if interested...

Followed up on contact from Stephen Ochs – rep for Gaylord Herald Times and Cheboygan Daily Tribune was sent rate info and possible packages of print and digital coverage. Should discuss budget for advertising.

Social Media Advertising:

Created about 8 Facebook posts so far.

During the two weeks of the School Field trips, I took photos and videos of students interacting with exhibits and doing activities. I made a few FB posts highlighted the excitement and fun in new exhibit, and the partnership with NEMIGLSI and Audubon volunteers. Created short Reels that were posted on Instagram also.

Also took photos of Nicole in Collections for the Throw Back Thursday post.

Posts are being well-received with comments and shares.

Additional posts are also scheduled to call attention to the Log Cabin Day event at end of June.

Newsletter

Second to third week, started putting together the “Passages” newsletter for publication in time for member meeting deadlines. Updated all pages to go along with new logo. Flowed text, photos, important event advertising and feature story into 8-page, folded professional looking newsletter (“magazine” style that Chris wanted look and feel). Proofed, finalized, and printed in-house with merged printing of mail addresses (so did not have to place labels). Helped fold and sticker over 800 printed pieces.

Other Design Projects:

Started to design posters for the Domke Dinosaur Gardens exhibit. Reviewed archive photos and contacted to arrange appearance and photo-taking opportunities.

Created graphics for the downstairs Classroom, Library/archive and Storage windows to portray more professional look than the craft paper taped to cover openings.

Created signs for NEMAG exhibit and Log Cabin Days.

Designed Name Badges using new logo.

Ongoing: listening to Chris, Matt and Sarah, taking notes and seeing what else needs attention...learning as I go.