TELLING THE BIGGER STORY

Strategic Arts Communications Beyond Your Constituents
WHY DO THE ARTS MATTER TO THE PUBLIC?

“A thriving arts sector creates ‘ripple effects’ of benefits throughout our community.”

-Margy Waller, “The Arts Ripple Effect”
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What is your objective?

Who are you speaking to?

How will you reach them?
Define your objective.
Identify your target audiences.
Develop your content strategy.
CASE STUDY: PAMM STUDENT PASS
WHAT MAKES A GOOD STORY?

- Takes you on a journey
- Elicits emotion
- Creates a human connection
- Communicates value
- Answers the question: Why should I care?
Dear Music,
You are an amazing thing. You have taken me all over the world and introduced me to many wonderful people. With you, there are no boundaries.

With love, Martin

CASE STUDY: DEAR MUSIC, WE LOVE YOU
TELL US YOUR STORY (in 3 sentences)

Who is your protagonist? (i.e. audience member, donor, staff member, etc.)

What is the challenge he/she/they is facing?

How did he/she/they overcome this?
Okay, you have your story. Now what do you do?
WHY DO THE ARTS MATTER TO THE PUBLIC?

The “arts ripple effect” creates benefits throughout our community, including:

- Vibrant, thriving neighborhoods
- Diverse groups share common experiences and understand each other better

(Waller, “The Arts Ripple Effect”)
Questions?
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