

Programming & Communications Task Force 2019 Q2 Meeting

NOTES

May 23, 2019

Action/Next Steps

- Develop general GRC board presentation deck that can be customized to specific institutions as needed [Amy/Annie]
- Develop an outline for the second offering of the Climate Communications Training that is customized to the CIWG work in Boston [Billy/Amy/Annie]
- Refine Communications Tool Kit further and share [Amy/Annie]
 - Discuss the inclusion of the MOS example into the Tool Kit as a series of visuals that might showcase “dos” and “don’ts” when using the brand
 - Discuss the details of how the GRC website/media information and access gets curated--how information gets shared amongst members, with the press and with the public [Jo-Anne/Temple/Annette/Amy/Annie]
- Continue to refine thinking around the “Year of Programming” concept
- September meeting (September 26th at 8:30 am) content:
 - Outline of Climate Communications Training 2.0
 - Check in on preliminary use of Communications Tool Kit
 - Updates on “Year of Programming”; discuss existing/planned programming efforts that can be linked together

Climate Communications Training Debrief

- Attendees enjoyed the experience, learned a lot of felt energized to apply what they learned in their home institution
- Generated a lot of good ideas; will need to consider what to do with these ideas
- Thinking through how to leverage the people and institutions in the room--one of the goals of the Working Group is to create links between members and encourage partnerships
- Next time training is offered, it would be good to customize it further to Boston
- Training can be offered again to help solidify common language and bring members together--these objectives will help support future goal of collective/coordinated programming
- Attendees were varied but were primarily education and communications staff; would be interesting to bring other types of staff into future trainings
- Want to motivate action at a senior leadership and board level
- Both Task Forces agree that the best way to do this is via board presentation from the GRC/City
- Basic information/knowledge base about the impact of climate change on Boston is, in many instances, missing at senior leadership and board level

- Cultural institutions cannot work in isolation--need a collective approach and mutual support
- Basic mission is to align ourselves with the City's vision and talk to the public--CIWG can model behavior for all of Boston
- Interest in hearing more from the City on message alignment, i.e. Huntington as a case study for modifying communications in the right way
- NEAQ staff can think further about a more customized version of the training and present an outline at the September meeting
- May want to consider offering the training on some regular cadence--every 6 or 12 months

Draft Communications Tool Kit

- General feedback that the tool kit will be hugely helpful to members as they proceed with communicating about their affiliation with the GRC and create related programming
- May want to consider creating some sort of online newsroom for media inquiries--part of the GRC website?
- Should members be able to share their press releases via the GRC website? Conclusion is that this probably makes things too cluttered. But why not provide links?
- Would be good to include some story ideas or examples of the CIWG for press to pick up as interested
- GRC website that contains this information will need to be curated to determine the best ways for different audiences (members, press, public) to access what they need
- Hashtags will help the working group cross pollinate naturally
- Who is the best contact for media and others?
- Should hot links to member websites be included?
- Goal is to help member integrate the brand into a program successfully
- Annette can provide examples of recent program that may not have taken full advantage of the GRC affiliation (MOS transportation challenge)
- Useful/motivating when asking members to use GRC name or hashtags to offer a retweet of relevant programs in return

Climate Related Programming Case Study

- Example of Museum of Science's recent Go Carbon Neutral Transportation Challenge
- Used a student design challenge to leverage and inform around Boston's 2050 carbon free goal--taking advantage of an opportunity to tie programming back to the GRC
- Produced fliers and created a video which could have been branded with the GRC more fully
- Event turned out to be somewhat smaller in scale but the intimacy prompted a lot of good connections and relationship building
- Keep in mind that institutional events that take place regularly (quarterly, annually, etc.) can be connected with the GRC over and over again

- Important to look for connections to the GRC/City climate work in things your institution is already doing--the more attention we can collectively draw to these issues, the more impact we will have
- Communications Tool Kit will help support members in this effort

Next Steps: Year of Programming

- Overview of the “Year of Programming” concept; anchor institutions responding to call from GRC and the City to commit to a season or level of related programming around which other member programs can be built
- Still to consider when this might happen and how long it might last--big impact in shorter time period or sustained activity over years?
- Need to begin to recognize existing or planned programs that can be related to the GRC activity
- Want to be sure to include consideration of neighborhoods and institutions beyond the coastline
- Maybe take advantage of annual large scale public events like the Fenway Alliance’s “Opening Our Doors” day or Green Fest on the Greenway
- Red Sox likes the idea of being an anchor institution but doesn’t want to wait too long-- can we aim for 2020 instead of 2021 or 2022?
- How can we measure our impact?
- Maybe best not to limit the activity within specific dates or time frames
- There are already many events taking place around Boston that the CIWG can capitalize on--we should be taking advantage of these connections and opportunities

Attendees

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