



Communications / Public Information Officers Peer Session
September 16, 2016

Notes

Fourteen state arts agency communications managers/public information officers attended the peer session. It was facilitated by Vermont Arts Council Communications and Outreach Manager Kira Bacon and Tennessee Arts Commission Director of Marketing and Development Suzanne Lynch. NASAA Communications Manager Sue Struve staffed the session.

NEA Video Repurpose Brainstorm

Most PIOs in attendance were involved in creating their agency's video for the National Endowment for the Arts (NEA) [United States of Arts](#) map. The group shared ways to repurpose their video, including:

- embedding the native file in social media platforms (NEA has provided native/caption files)
- showing the video at events
- using it as part of the agency's anniversary celebration materials
- showing it at legislative hearings
- giving it to PBS affiliates in their state to use as fill

An idea was put forth about using clips from several or all SAA videos to demonstrate the benefits of the arts nationwide.

PechaKucha Presentations

PIOs shared their latest communications success in the form of short presentations:

- Tennessee: logo and website redesign, uses
- California: 40th anniversary materials including grantee stories, repurposing
- Nebraska: new website segmented by user type
- Ohio: thought process behind new brand, versatility
- Hawai'i: social media overhaul to distinguish brand and attract younger demographic
- Vermont: 50th anniversary brand, "Vermont. Arts. Everywhere." videos

Challenges and Solutions: Video, Grantee Events

Attendees discussed how they have successfully used video, along with accompanying challenges. Suggestions for video content included photo ops with legislators, SAA commissioners and SAA staff.

Video creation & production resources:

- Animoto
- state resources
- iMovie for short videos or to extract clips
- public broadcasting station (esp. if a grantee)
- artist in residence
- grantee artist
- student intern
- SAA staff member/commissioner with those skills

Video uses:

- podcast
- blog (e.g., ask grantees what it meant to receive their first grant; how do they support their community)
- SAA anniversary materials

Many agreed about the challenge of weighing the cost of recording and editing against how the end product is used, and measuring the effect/ROI.

Another challenge that surfaced was when grantees request SAA promotion for their events. Solutions offered:

- Post to on-line events calendar (with SAA approval).
- Share to SAA Facebook page.
- Develop a map of arts organizations and events (including ads).
- Promote "arts excursions" tied to state events (e.g., fall foliage, skiing).
- Create a guide to cultural organizations, studios, etc.
- Build a customized app displaying arts organizations and events.

In a survey distributed to all SAA PIOs in advance of the session, the coordinators asked for PIOs' top challenges. At the session they posted the top three challenges—time, budgets and staff support—and PIOs wrote solutions that they shared with each other.

Ways to Connect

PIOs discussed ways to stay in touch with each other throughout the year. The NASAPIO listserv is somewhat difficult to manage for multiple responses, since all responses are in e-mail form. A Facebook group has been created: [NASAPIOs](#).