



## ASM/Museums Alaska Chat 60

October 17, 2018

WebEx chat

Attendee	Message
Anjuli Grantham	Welcome, Marni!
Anjuli Grantham	What museum do you work with?
Marni Rickelmann	Hi! I work with Ketchikan Museums - the Tongass Historical Museum and the Totem Heritage Center
Anjuli Grantham	Excellent--- you have a great crew there.
Marni Rickelmann	Absolutely.
Anjuli Grantham	Are you the education/ outreach person?
Anjuli Grantham	Welcome, Jan!
Jan	Hi folks!
Marni Rickelmann	Yes. Sr Curator of Programs.
Anjuli Grantham	Today's Museum Chat is about communication-- are you responsible for much of the museum's communication, Marni?
Anjuli Grantham	Or rather, communications
Anjuli Grantham	Welcome, Lizzy!
Lizzy Walsh	Hi!
Marni Rickelmann	Yes. Ann Froeschle and I do the communications (and Ann is here to listen as well)
Anjuli Grantham	Great. What communication methods are you all utilizing?
Anjuli Grantham	Print newsletters? E-news? Social media?

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<b>Marni Rickelmann</b>	Email newsletters, mailings, social media (FB & Instagram),
<b>Marni Rickelmann</b>	and we are dabbling with Vimeo and trying to create a new website, but that is on the horizon.
<b>Anjuli Grantham</b>	Vimeo-- that's great. It seems like a good platform for sharing lectures and programming that doesn't require any post-production work.
<b>Marni Rickelmann</b>	That's the goal!
<b>Anjuli Grantham</b>	What about Facebook live?
<b>Anjuli Grantham</b>	It seems easy... but there is very little way to control the content that way (for example, a lecturer going way off script.)
<b>Marni Rickelmann</b>	I'm a chicken (and probably a bit of a control freak)
<b>Marni Rickelmann</b>	Ha. EXACTLY!
<b>Anjuli Grantham</b>	It's interesting because so much of "communications" has been well-scripted and produced in the past, but digital technologies are making people want more instant, less-polished access.
<b>Marni Rickelmann</b>	we are so saturated with media, wanting something real and genuine makes sense and resonates with me as well--it is just a little scary.
<b>Anjuli Grantham</b>	Indeed. Professionalism vs. ad-lib
<b>Anjuli Grantham</b>	So what do you find has the most resonance and impact, in terms of communications methods. E-newsletters vs direct mailing... Facebook vs flyers...
<b>Lizzy Walsh</b>	For me its been the combination of facebook/flyers/direct mailing that has had the most impact
<b>Lizzy Walsh</b>	and public radio
<b>Marni Rickelmann</b>	Having a momentary debate with Ann and I about the role of museums... she is now going to join so she can advocate her opinions!

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<b>Anjuli Grantham</b>	Good!
<b>Anjuli Grantham</b>	Welcome, Ann!
<b>Ann Froeschle</b>	poor Marni! I was talking through her too much... Hi all!
<b>Anjuli Grantham</b>	What's your view on the role of museums and communications, Ann?
<b>Marni Rickelmann</b>	I agree with the combination of social media, direct mail, etc. We have a range of audiences, especially with two different facilities, and find each reaches a different audience.
<b>Anjuli Grantham</b>	It's a lot of work to create all these different materials. I think it's great that you mentioned public radio, Lizzy, since a nice thing about the media is that they produce and publish the messages for us.
<b>Marni Rickelmann</b>	definitely... we love our local public radio station and so appreciate the airtime they allow us!
<b>Anjuli Grantham</b>	Do you issue press releases, so that they know about events, etc.?"
<b>Anjuli Grantham</b>	?
<b>Marni Rickelmann</b>	They are on our mailing lists, but that is a good point--sending a press release would more clearly state my intentions when we send them updates. I will try to make that happen.
<b>Lizzy Walsh</b>	I usually put a call into the local paper and the radio station when our museum is doing something that I feel should be reported on
<b>Anjuli Grantham</b>	Nice.
<b>Anjuli Grantham</b>	One thing about radio/ newspapers is that it seems museums typically share information about events, exhibit openings and the like, rather than the exciting discoveries that we make in our collections, or the content that we create.
<b>Marni Rickelmann</b>	very true.

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<b>Anjuli Grantham</b>	And it seems that the most popular radio/ news stories are content-driven, rather than about activities/ events.
<b>Marni Rickelmann</b>	also true. good point!
<b>Anjuli Grantham</b>	So I'm thinking... it could be fun to invite a journalist to shadow at a museum for a week... or some other way to cue them in to the fascinating work that we do.
<b>Anjuli Grantham</b>	Or have a communications/ journalism intern :)
<b>Marni Rickelmann</b>	Over the summer when we are tourist focused and have very few events, we tried to rotate staff on our radio spots to talk about different aspects of the museum, but focusing on different artifacts or discoveries would be interesting.
<b>Anjuli Grantham</b>	That's great, Marni!
<b>Ann Froeschle</b>	Wow! that's a big one! I was responding to the use of instantaneous/unregulated spread of information such as twitter or facebook live (which I know almost nothing about). I think we are entering an era in which we spew every thought in our head outward and it thus loses weight, authority, "truth." And it is very much altering our culture and the nature of human experience. I think museums stand in a unique position to counteract this trend, which I think ultimately will be the way that our culture will shift with time. I support curation of what we say and share... people look to museums for the truth and the real (it has been found through research/interviews)... and we stand to be advocates for being truly present for direct experiences of "the real thing." That is what is special about museums for me! Not to say publicity and digital channels aren't good tools to support that, and to make sure we are open and welcoming. I guess I just support mindfulness of our voice and our channels.

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<b>Marni Rickelmann</b>	ooo... a journalism/communications intern would be interesting! And a nice alternative voice.
<b>Ann Froeschle</b>	Sorry, this medium of expression is challenging for me... and i'm making conversation whiplash!
<b>Anjuli Grantham</b>	Mindfulness! Now that's a value to embrace.
<b>Ann Froeschle</b>	Which makes the journalism intern very appealing to me too! People love behind the scenes the real making of... what's in the vaults....
<b>Anjuli Grantham</b>	The more we educate folks about the back-end of what we do, the greater chance people will advocate for back-end things, like collections care.
<b>Anjuli Grantham</b>	Have any of you experimented with podcasting?
<b>Anjuli Grantham</b>	And somewhat related--- blogging?
<b>Ann Froeschle</b>	in my time here we have also put a great deal of effort into participation in exhibits... ownership. Putting our community on display for themselves... like submitting photos recreating images in the collection, sharing their commercial fishing story/history. This has been a tremendous boost for involvement, and the spread of word of mouth... people want to come see their neighbor/cousin/mayor...
<b>Marni Rickelmann</b>	We have not. I'd be curious to see how podcasts are utilized by museums.
<b>Anjuli Grantham</b>	Indeed, Ann. I can imagine that has really boosted local visitors.
<b>Anjuli Grantham</b>	Thinking of podcasting--- there is great potential for creating audio content and partnering with the local public radio stations.
<b>Anjuli Grantham</b>	Local stations want local content. We are local content experts.
<b>Marni Rickelmann</b>	We are starting an oral history project, so that could fit well with podcasting.

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<b>Anjuli Grantham</b>	Oo!
<b>Anjuli Grantham</b>	I partnered with KMXT in Kodiak on an oral history project.
<b>Anjuli Grantham</b>	I turned every oral history into a 3-5 minute radio story, which aired and was archived on the radio station's website.
<b>Marni Rickelmann</b>	And we also have a ton (literally, I think) of old cassettes and recordings that we are trying to convert to digital audio files, so that could be an option as well.
<b>Anjuli Grantham</b>	And a fun volunteer/ intern opportunity!
<b>Anjuli Grantham</b>	I'm curious about what kind of communications you would like to see coming from ASM.
<b>Marni Rickelmann</b>	Interesting! KRBD here in Ketchikan is very supportive of such things usually, so that would be interesting to speak with them about. We are collaborating with UAS as well, and thinking about interns, maybe there could be some tech support there...
<b>Anjuli Grantham</b>	For sure! They could learn audio production, create stories, voila!
<b>Anjuli Grantham</b>	I'm beginning to revisit Bulletin, which ASM published for many years: <a href="https://museums.alaska.gov/Bulletin/bulletin.html">https://museums.alaska.gov/Bulletin/bulletin.html</a>
<b>Anjuli Grantham</b>	Scott Carrlee turned what was a printed newsletter into a blog, and I'm eager to see how this publication could be of greatest use for museums across Alaska.
<b>Anjuli Grantham</b>	If you have ideas about this, please let me know.
<b>Ann Froeschle</b>	I love Ellen Carllee's blog. More of us making tools for each other, especially in areas that are unique challenges for Ketchikan. (For us, aging totem poles comes immediately to mind).
<b>Ann Froeschle</b>	I'm guessing Scott's switch might have been good too.
<b>Anjuli Grantham</b>	Yes
<b>Anjuli Grantham</b>	I also like the idea of museum professionals across the state being able to create content for Bulletin.

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<b>Anjuli Grantham</b>	That's a good opportunity to share discoveries, techniques, and is always good for the resume.
<b>Anjuli Grantham</b>	We have a few minutes left--- are there communications resources that you can recommend, or communications resources that you wish you had?
<b>Marni Rickelmann</b>	I am new to Ketchikan Museums and just like having access to other museums/staff--feeling connected to the various museums throughout the state. I haven't read the Bulletin but I will check it out.
<b>Anjuli Grantham</b>	Welcome to the museum community, Marni!
<b>Marni Rickelmann</b>	Thanks!
<b>Ann Froeschle</b>	for us, a new website that we have more control of is a top priority on the horizon...
<b>Anjuli Grantham</b>	That's a big project.
<b>Anjuli Grantham</b>	And a specific topic for a future chat--- it could be helpful to get advise from those who have upgraded their websites recently.
<b>Ann Froeschle</b>	yes, absolutely! thanks for having this forum, and for patience with the late (and abstract) chiming in.
<b>Anjuli Grantham</b>	Thanks for joining today, all! Let me know if you have ideas about how we can help build capacity and skills in the field of communications.
<b>Lizzy Walsh</b>	I would like to hear more on that topic, it is not a top priority for the Clausen but it has been on my mind.
<b>Marni Rickelmann</b>	that could be really beneficial--strategizing navigation, etc.
<b>Anjuli Grantham</b>	Good to know, Lizzy.
<b>Anjuli Grantham</b>	Okay all, talk to you soon!
<b>Marni Rickelmann</b>	Thanks for these chats, Anjuli and Amy!
<b>Lizzy Walsh</b>	Yes, Thank you so much for hosting!

**Attendee**

**Message**

**Anjuli Grantham**

Our pleasure :)