

Explore the World  
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**TAKE** an ARTBREAK

The Artbreaks Program &  
Oscar's Cafe

BIRMINGHAM  
MUSEUM of ART

# TAKE an ARTBREAK

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## Client Background

The Birmingham Museum of Art is a unique staple to the Magic City. Located in the heart of the city's cultural district, the Museum connects with residents of the community through curated exhibits and educational programs that are entertaining to visitors of all ages.

Founded in 1951, the Birmingham Museum of Art (BMA) is the largest municipal art museum in Alabama. The Museum houses over 24,000 objects spanning nearly 4,000 years and represents a variety of cultures, including Asian, European, American, African, Pre-Columbian and Native American<sup>1</sup>. The Museum's exhibits are considered the most excellent and comprehensive collections in the Southeast, with a range of displays that are arguably the finest in the world<sup>2</sup>.

Key exhibits of the Museum include a renowned collection of Vietnamese ceramics, a remarkable Kress collection of Renaissance and Baroque paintings, European sculpture and decorative arts from the late 13th century to the 1700's. The most distinguished exhibit that the Museum offers to its visitors is a world-renowned collection of Wedgwood, the largest outside of England.

Over 70 percent of the Museum's works are in storage and behind the scenes, giving the organization the ability to interchange items in the exhibits and offer guests a unique experience each visit.

In addition to presenting fine art, the Birmingham Museum of Art strives to provide outstanding educational programs for adults and children in the Birmingham community and surrounding areas. The Museum's efforts to connect with the public through interactive learning experiences have brought the arts to life for people throughout the region.

The permanent collections housed by the Museum are free of admission and opened six days a week. Funding for the Museum's collections and programs are provided by the City of Birmingham, private donors, grants, host benefits and fundraisers.

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<sup>1</sup> Birmingham Museum of Art Online (<http://www.artsbma.org>)

<sup>2</sup> Nick Patterson - Director of Communication for the Birmingham Museum of Art

## **Strengths of the Client**

**Strength 1** The Birmingham Museum of Art (BMA) possesses one of the largest and most prestigious art collections in the Southeast, this creates a competitive advantage for the organization - there are no other art museums comparable in size to the BMA within the Southeast. Because of its size and prestige, the Museum has an advantage in raising and securing funds <sup>1</sup>. The Museum relies on donors and the City of Birmingham to sustain the organization, and because it is the only art museum of its kind in the region, donors are more likely to contribute to the BMA.

**Strength 2** The location of the Museum is a strength to the organization; located downtown Birmingham, the BMA is surrounded by potential consumers (students, downtown employees, and members of the Birmingham community). This is beneficial to both Oscar's Café and the Artbreaks program. The closer targeted publics are to the Museum, the more likely they will participate in programs the Museum has to offer. The location of the BMA is quintessential to the organization's success<sup>2</sup>. Downtown businesses like Regions Bank, Alabama Power and even the Jefferson County Jail play key roles in maintaining programs like Oscar's Cafe. Students and local employees is a key to the Museum's success and survival.

**Strength 3** The organization's unique selling point – The BMA offers free exhibits and educational programs, like Artbreaks, that balance the interest of different demographics. It is important for people to know and use the free programs offered at the Museum. Although the programs and exhibits are free, it is essential to make sure they appeal to all patrons including young professionals, families, children and scholars. This gives the organization a great advantage, compared to other attractions in Birmingham, AL that are not free.

## **Weaknesses of the Client**

**Weakness 1** Sustaining a balance between principles of what the organization represents and how it will reach new publics is a major weakness. The Museum's efforts to reach a new demographic could be a distraction from what the BMA provides for the community. The Museum has an in-house communications team that works to balance efforts to reach different

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<sup>1</sup> Nick Patterson - director of communications, Birmingham Museum of Art.

<sup>2</sup> Brynn MacCann - special events coordinator, Birmingham Museum of Art.

niche markets, while constantly controlling the messages disseminated by the organization<sup>1</sup>. It is important not to abandon the principles and goals established by the organization as a functioning art museum just to reach a new or younger audience<sup>2</sup>.

**Weakness 2** The BMA does not have a strong presence in any media outside of the Birmingham area; which limits the amount of people that will be reached during any public relations campaign. Currently, the communications team at the BMA strategically uses new media (Facebook, Twitter, blogs etc.) and internal publications to publish information and ads. The Museum does not strategically place ads and articles for the BMA in local publications like BMetro Magazine, Birmingham Magazine and other smaller publications as often as it should, but the communications team agrees that there is a need for a stronger presence in other medias<sup>3</sup>.

## **Opportunities for the Organization**

**Opportunity 1** It is the perfect time for the BMA to capitalize on the public's change in lifestyles due to the economy. Today, people are cutting their spending and one of the first things to be cut out from a personal budget are the funds spent on entertainment. I think that it is the perfect time for the Museum to promote the idea of free entertainment that the whole family can enjoy. Bryann McCool describes this as a “stay-cation to the Museum.” Using this angle to promote the organization could increase attendance among targeted publics.

**Opportunity 2** With its location so close to numerous colleges and universities, it is a perfect opportunity for the Museum to take advantage of the niche student market in the Birmingham area. In the past few years, the BMA has incorporated programs like Art on the Rocks to target this audience, and because of their efforts, they have seen an increase in young patrons. By directing specific educational programs and attractions (Oscar's Cafe and the Artbreaks program) towards students, the Museum is creating an opportunity to build a sustainable relationship with a new market and develop future patrons of the BMA.

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<sup>1</sup> James Williams - graphic designer, Birmingham Museum of Art.

<sup>2</sup> Tatum Preston - librarian, Clarence B. Hanson Jr. Library, Birmingham Museum of Art.

<sup>3</sup> Bynn MacCann - special events coordinator, Birmingham Museum of Art.

## Threats to the Organization

**Threat 1** The main threat to the Museum is the possibility of losing the support of donors and having a decrease in funding. The BMA is funded by the Annual Fund, donor circles, corporate partners, planned giving and gifts of art from donors to the Museum<sup>1</sup>. If donors disagree with the organization's actions or representation in the media, they could withdraw their support. This makes it more vital for the communication team to monitor the public's opinion of the Museum and its programs<sup>2</sup>. It is important for the BMA to keep the slightly older demographic of committed donors happy; this is an everyday task for the communications department.

**Threat 2** A new and developing threat to the Museum is the competition of other entertainment organizations in the city that are now providing special events that are similar to those at the BMA<sup>3</sup>. In the past few years, the BMA has reached out to its patrons and members of the community in new and innovative ways by offering programs like Art on the Rocks and the Artbreaks program. Recently, numerous organizations and venues like the Alice Steven's Center, Birmingham Botanical Gardens and Vulcan Park are beginning to offer entertaining activities similar to those at the BMA. This new competition is causing the event planning teams at the BMA to evaluate the Museum's programs, and turn them into something that will stand out from other Birmingham attractions. Without the Museum updating the events and programs offered, they could see a decrease in attendance and therefore funding.

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<sup>1</sup> Birmingham Museum of Art Online (<http://www.artsbma.org>)

<sup>2</sup> Nick Patterson - director of communications, Birmingham Museum of Art.

<sup>3</sup> Bynn MacCann - special events coordinator, Birmingham Museum of Art.

## Goals and Objectives

**Goal 1** Increase awareness about the Birmingham Museum of Art's Artbreaks program and Oscar's Café among employees of downtown Birmingham businesses and students in the Birmingham area.

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**Objective 1** To increase local media coverage about the weekly Artbreak sessions by 50% by December 2010.

**Tactic 1** Host Artbreak Late event, where donors and all publics are invited to a special Artbreak session late at night.

**Tactic 2** Write and distribute a pitch letter to pitch the Artbreak Late event to proper media contacts.

**Tactic 3** Write and distribute a fact sheet describing the advantages of visiting the BMA during lunch. Distribute to proper media contacts - focus on medias that will reach downtown Birmingham businesses and employees.

**Tactic 4** Distribute press release about Artbreak Late to as many local media outlets as possible.

**Tactic 5** Write a pitch letter for a feature story discussing the benefits of the Artbreaks program for downtown Birmingham businesses and community. Pitch feature to proper media contacts - focus on downtown demographic (employees and businesses).

**Objective 2** To increase the number of visitors to the Artbreaks and Oscar's Cafe websites, Twitter and Facebook pages, and online discussion blog by January 2011.

**Tactic 1** Update the Birmingham Museum of Art Website using SEO and keyword rich text: (Travel to Birmingham page, Artbreaks page and Oscar's Café pages).

**Tactic 2** Create and maintain a special Facebook and Twitter pages for the Artbreaks program and Oscar's Café.

**Tactic 3** Create an online promotion strategy: Give away special coupons and even free lunches to Oscar's through Facebook and Twitter. (Must be a member or a follower to receive a chance to win).

**Tactic 4** Create and maintain a blog where curators, staff, and visitors to the Museum, can submit stories to be published for public viewing; all content will be discussing the Artbreaks program and Oscar's Cafe. (Citizen Journalism – model after Tusneighbors web site)

**Tactic 5** Create and post a survey on the BMA website to evaluate effectiveness of campaign.

**Goal 2** Increase weekly attendance to the Museum's Artbreak sessions and Oscar's Cafe.

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**Objective 3** To boost attendance of employees from downtown Birmingham businesses and students in the Birmingham area to the weekly Artbreak sessions and Oscar's Cafe 25% by January 2011.

**Tactic 1** Partner with a local radio station to host a call-in radio contest to provide lunch for 4 people once a month (First Tuesday, Aug. 23 – Dec. 21, 2010) at Oscar's during one of the weekly Artbreaks.

**Tactic 2** Place Oscar's Café ads in local publications - with lunch specials if you attend the weekly Artbreak sessions.

**Tactic 3** Hold Artbreak Late event and invite employees of downtown Birmingham businesses and students from Birmingham. (Send schools / businesses fact sheet and press release)

**Tactic 4** Create and distribute brochure to downtown Birmingham employees - explaining the benefits of visiting the BMA for the Artbreaks program and Oscar's Cafe during their lunch break.

### **Strategic Messages**

**Artbreaks** - Feed your mind at the Birmingham Museum of Art! Join us for an Artbreak during your lunch break. Offered at noon every Tuesday of each month, Artbreaks is a free admission program that employs curators and guest scholars from a variety of fields to share their thoughts and perspectives on art.

**Oscar's Café** –Upscale comfort food, without the upscale prices. Framed by trees and sculptures, Oscar's Café is an inviting atmosphere that serves lunch options that are made from the freshest local ingredients. The restaurant draws on the produce of Jones Valley Urban Farm, just a few blocks away, as well as many other nearby vendors.



## Intended Publics for Tactics

Priority	Characteristics	What do we want then to do?	What is their Opinion of the Organization?	
<b>Publics</b>	<p>1. Employees of downtown Birmingham businesses within walking distance. (BBA Compass Bank, Law Firms and Jefferson County Jail etc.)</p>	<ul style="list-style-type: none"> <li>- Ages: 25-55</li> <li>- Average Income: N/A</li> <li>- Average time of lunch break: 1.5 hours</li> <li>- Need a convenient place to have lunch, located downtown and within walking distance.</li> <li>- Somewhat familiar with social media (Facebook &amp; Twitter).</li> <li>- Will be harder to reach via social media.</li> </ul>	<ul style="list-style-type: none"> <li>- Visit the Museum during their lunch break every Tuesday of the month for the Artbreaks program.</li> <li>- Come to BMA for lunch at Oscar's Café.</li> <li>- Become more aware of the Artbreaks program and Oscar's Cafe.</li> </ul>	<ul style="list-style-type: none"> <li>- Most do not know the Museum offers educational programs.</li> <li>- Most do not know that Oscar's Café exist.</li> <li>- Generally, they think that the Museum is for education only.</li> <li>- Only a small percentage have visited the Museum.</li> <li>- Most have never received any information about the Museum or programs.</li> </ul>
<p>2. Students that attend universities and colleges in Birmingham. (University of Alabama at Birmingham, Jefferson State Community College and Birmingham Southern College)</p>	<ul style="list-style-type: none"> <li>- Ages : 19-25</li> <li>- Average Income - N/A</li> <li>- Average Time for lunch breaks are longer than employees.</li> <li>- They are interested in free activities; majority of college students do not have a large amount of income they can waste.</li> <li>- Spends a large amount of time using social media, easier to reach through Facebook, Twitter, and blogging.</li> </ul>	<ul style="list-style-type: none"> <li>- Visit the Museum during their lunch break every Tuesday for the Artbreaks program.</li> <li>- Come to BMA for lunch at Oscar's Café.</li> <li>- Become more aware of the educational/entertaining activities that the Museum offers.</li> </ul>	<ul style="list-style-type: none"> <li>- They are more aware of the educational programs the Museum offers; because of the trendier Museum attractions (Art on the Rocks), and through social media.</li> <li>- They see the Museum as a main attraction in their city; a free social outlet.</li> <li>- Wishes the Museum would be easier to follow online, and more interesting to younger viewers.</li> </ul>	
<p>3. Retired members of the Birmingham Area (Veterans clubs, Woman's Clubs and Book Clubs etc.)</p>	<ul style="list-style-type: none"> <li>- Ages: 65+</li> <li>-Average Income- N/A</li> <li>- More time than most publics to visit the Museum.</li> <li>- They use social media less than any other public.</li> <li>- They are more likely to donate to the Museum.</li> </ul>	<ul style="list-style-type: none"> <li>- Visits the Museum for the Artbreaks program and eat lunch at Oscar's Cafe.</li> <li>- Be more aware about the Artbreaks program and Oscars Café.</li> <li>- Become more aware of the educational/entertaining activities that the Museum offers.</li> </ul>	<ul style="list-style-type: none"> <li>- Majority of this public has visited the Museum at least once, and a portion visits regularly.</li> <li>- They have senior citizen programs that create opportunities that allow them to visit.</li> <li>- Rarely receives information about the Museum, they do not use social media as often, and are not a main target audience for the Museum.</li> </ul>	
<p>4. General public through-out Birmingham and surrounding communities.</p>	<ul style="list-style-type: none"> <li>-All Ages</li> <li>- A large percentage uses social media daily.</li> </ul>	<ul style="list-style-type: none"> <li>- Become more aware of the Artbreaks program and Oscar's Cafe.</li> <li>- Become more aware of the educational/entertaining activities that the Museum offers.</li> </ul>	<ul style="list-style-type: none"> <li>- Majority aware of the Museum's existence.</li> <li>- Not aware of the educational programs offered at the Museum.</li> <li>- Not aware of Oscar's Café.</li> </ul>	

## Research Required to Plan and Measure Effectiveness of Tactics

		Tactics	Research/Evaluation
<b>Goal 1</b>	Objective 1	*Tactic 1	This tactic would only prove effective if more people began attending the Artbreak sessions that followed the Artbreak Late event. To measure if this special event was effective, the Museum will create and publish a survey on the BMA website. Survey will ask where the visitor heard about the Artbreaks program. Also, collect number of publications the event was featured in, and the average numbers of readers for each publication.
		Tactic 2	Measure effectiveness by knowing the number of publication the event was featured in, and the average numbers of readers for each publication. Also, by knowing the number of people who attended the Artbreak Late event (use ticket sales).
		Tactic 3	Measure its effectiveness with online survey.
		Tactic 4	Measure its effectiveness by knowing the number of publications the event was featured in. Also, by knowing the number of attendants to the event.
		Tactic 5	Measure effectiveness by knowing the number of publications the event was featured in, and the average numbers of readers for each publication. Also, by monitoring the amount of inquires the Museum gets from the press prior to the event.
	Objective 2	Tactic 1	Take the number of hits the three updated pages were getting before the SEO changes, and compare them to the amount of hits after. I would also use the online survey to ask open-ended questions so visitors could leave opinions about the pages on the website, and what visitors like/disliked about them.
		Tactic 2	Determine how many people we are reaching through the use of a particular media by monitoring the number of followers and friends we have on these social networks.
		Tactic 3	At the end of the campaign, collect coupons from Oscar's Cafe, compare the number collected at the restaurant to the number of coupons that was distributed. Use online survey.
		Tactic 4	Determine how many people we are reaching through the use of this media by the number of followers, visitors and contributors we have to the blog.
		Tactic 5	Keep track of how many people took the online survey.
<b>Goal 2</b>	Objective 3	Tactic 1	To determine the effectiveness of these tactics, compare the average number of people who attend Artbreaks and ate lunch at Oscar's café before the contest begins to the number of people who visited after. (use sign-in sheets and online survey)
		Tactic 2	To determine the effectiveness of these tactics, compare the average number of people who attend Artbreaks and ate lunch at Oscar's Café before the contest begins to the number of people who visited after. Determine how many people came to the Artbreak sessions just for the lunch discount as opposed to just coming for lunch (use online survey)
		*Tactic 3	
		Tactic 4	Use Results from Survey to determine how many people saw the brochure - did it persuade them to come to the BMA
* same tactic used to accomplish objectives one and three - same method of research and evaluation			

\*\* The online survey will automatically open when visiting the BMA website. Using social media, there will be continuous tweets and post with links to the survey. It will collect information about every tactic. Results will produce both qualitative and quantitative information used to evaluate all aspects in this campaign.

**Gant Chart**  
**2010 Artbreaks Program**  
**Every Tuesday - August 2, 2010 - December 21, 2010**

	Week 1 Aug .2	Week 2 Aug. 9	Week 3 Aug. 16	Week 4 Aug. 23	Week 5 Aug. 30	Week 6 Sept. 6	Week 7 Sept. 13	Week 8 Sept. 20	Week 9 Sept. 27	Oct. 1 - Dec. 21
Objective 1 Tactic 1										
Objective 1 Tactic 2										
Objective 1 Tactic 3										
Objective 1 Tactic 4										
Objective 2 Tactic 1										
Objective 2 Tactic 2										
Objective 2 Tactic 3										
Objective 2 Tactic 4										
Objective 2 Tactic 5										
Objective 3 Tactic 1										
Objective 3 Tactic 2										
Objective 3 Tactic 3										
Objective 3 Tactic 4					* Distribution only - has to be created and submitted to communications team four months in advance, to ensure that it is printed in newsletters and other promotional materials.					

## Keyword Research

Client Website Pages to Revise			
1. Visit the museum> Travel to Birmingham			
2. Visit the museum > Oscar's Cafe			
3. Programs and Events > Artbreaks Program			
Potential Keywords	Local Monthly Searches	Global Monthly Searches	Search Competition
Birmingham	3350000	11100000	low
Things to do in Birmingham	5400	14800	low
Birmingham attractions	2400	6600	low
Birmingham restaurants	22200	60500	low
Art museum	74000	60500	low

Page	Title tag	Meta description	Keyword(s)	Images and
Travel to Birmingham	<title>Things to do in Birmingham AL , Birmingham art museum and Birmingham restaurants </title>	<meta name="description" content="The Birmingham Museum of Art is a cultural gem, a must-see when searching for things to do in Birmingham. One of the only free Birmingham attractions, the Art Museum houses one of the finest collections in the Southeast supported by strong educational programs, concerts and events. See what other Birmingham attractions you can visit while at the Art Museum in Birmingham, including local Birmingham restaurants. " />	<meta name="keywords" content=" Birmingham, things to do in Birmingham, Birmingham attractions, Birmingham restaurants, Birmingham restaurants, art museum" />	TAGS:- Oscar's Cafe: <a href="http://www.oscarsatthemuseum.com">www.oscarsatthemuseum.com</a> . - Birmingham convention and visitors bureau: <a href="http://www.birminghamal.org/index.aspx">www.birminghamal.org/index.aspx</a> - <a href="http://activeculture.info/">http://activeculture.info/</a> - <a href="http://www.birminghammagazine.com/">Birmingham Magazine: www.birminghammagazine.com/</a> <a href="http://www.bhammag.com/cityguide/attractions.html">cityguide/attractions.html</a> IMAGES: - Birmingham City Skyline. - Looking Down Yosemite Valley, California, Albert Bierstadt,

Page name	Title tag	Meta description	Keyword(s)	Images and links
Oscar's Café	<title> Birmingham restaurants, Oscar's Cafe at the art museum in Birmingham </title>	<meta name="description" content="Upscale comfort food, without the upscale prices. In the Birmingham Museum of Art, Oscar's Cafe is one of the finest downtown Birmingham restaurants. Get a taste of the inviting atmosphere of Oscar's Cafe and the art museum. Oscar's serves only the freshest local ingredients from the Birmingham area." />	<meta name="keywords" content=" Birmingham Attractions, Birmingham restaurants, art museum" />	<b>TAGS:</b> -BMA (about the Musuem): <a href="http://www.artsbma.org/about-the-museum">www.artsbma.org/about-the-museum</a> -Oscar's Cafe : <a href="http://oscarsatthemuseum.com/">oscarsatthemuseum.com/</a> - Oscar's Cafe (fall menu): <a href="http://oscarsatthemuseum.com/our-food/">oscarsatthemuseum.com/our-food/</a> - Oscar's Cafe (what people are saying): <a href="http://oscarsatthemuseum.com/what-people-are-saying/">oscarsatthemuseum.com/what-people-are-saying/</a> <b>IMAGES:</b> - pull quite-Mallie Ireland - Photo of food from Oscar's website. - Okeefe - Green <i>Apple on black plate</i>
Artbreaks Program	<title> Artbreaks, Free Birmingham attractions, things to do in Birmingham </title>	<meta name="description" content="Feed your mind at the prestigious art museum in Birmingham! One of the greatest Birmingham attractions. The free Artbreaks program tops the list of things to do in Birmingham. While at the art museum, enjoy lunch at one of the most distinctive Birmingham restaurants" />	<meta name="keywords" content=" Birmingham, things to do in Birmingham AL, Birmingham Attractions, Birmingham restaurants" />	<b>TAGS:</b> - BMA (events): <a href="http://www.artsbma.org/events">www.artsbma.org/events</a> - BMA(ways to give) <a href="http://www.artsbma.org/ways-to-give">http://www.artsbma.org/ways-to-give</a> - Oscar's Cafe: <a href="http://oscarsatthemuseum.com/">oscarsatthemuseum.com/</a> <b>IMAGES:</b> - People touring museum - <i>Bonjour Julie, Joan Mitchell, 1971;</i> - <i>Furnishing Textile (arkilla kereka), Fulani people, Tillabéri region, Late 19th-early 20th century</i>

## Page Copy

### Travel to Birmingham

With southern hospitality and passion for entertainment, Birmingham Alabama is quickly becoming a must-visit city of the Southeast. Home to world class restaurants and attractions, the Magic City is mixing old traditions with new and creating ways to offer visitors shopping, entertainment, events and other things to do in Birmingham. Unique Birmingham attractions and excellent restaurants make this old city appealing to all ages and interest. Truly an art museum for everyone, the Birmingham Museum of Art provides free world-renowned exhibits and fresh cuisine.

A cultural gem, the Birmingham Museum of Art is an acclaimed art museum located in the heart of the city's cultural district and provides visitors with an innovative and modern look into the past. One of the largest Birmingham attractions, the Birmingham Museum of Art exhibits one of the most prestigious art collections in the Southeast. The Birmingham Museum of Art is support by strong educational programs, concerts and events that are designed to make the arts come alive for children and adults. If you're not interested in art, the Museum still has something for you.

The Birmingham Museum of Art offers an unmatched dining experience walking distance from other downtown Birmingham attractions. Located in the Museum, [Oscar's Cafe](#) is a world-class restaurant committed to serving upscale comfort food, using only fresh local ingredients.

Including the Museum and Oscar's Cafe, Birmingham has many distinctive and pleasant attractions that can make any day fun! Take a vacation or even a stay-cation to see the old city in a new way. See what else you can do in Birmingham including local Birmingham restaurants and events.

For a complete listing of hotels, restaurants, and attractions, please visit the [Greater Birmingham Convention and Visitors Bureau](#).

For a complete calendar of cultural events in Birmingham and central Alabama, please visit [activeculture.info](#) and the [Birmingham Magazine's City Guide](#).

## Page Copy

## Oscar's Cafe

Stimulate your senses...sight, sounds, smell and taste at [Oscar's Cafe](#). One of the most innovative Birmingham restaurants is now located in the heart of downtown at the Birmingham Museum of Art. Oscar's Cafe offers upscale comfort food, without the upscale prices. The Birmingham Museum of Art has created a masterpiece, a winning combination of fine art and delicious cuisine that is a distinct Birmingham attraction.

Under the management of A Social Affair, the locally well-respected food service company that also caters special events at the [Birmingham Museum of Art](#), Oscar's Cafe has developed a reputation for quality food and commendable service. Committed to using only the freshest produce and quality products, Oscar's draws on the produce of Birmingham's Jones Valley Urban Farm, as well as many other nearby vendors. Unlike other Birmingham restaurants, Oscar's Cafe serves a [seasonal lunch menu](#) that offers items that are a bit unusual but completely satisfying.

Oscar's Cafe features the cuisine of Chef Lorrin Rames, Hawaiian born and trained by some of the best chefs and cooks in America (starting with his very own mother). His skills have led him to work in the finest hotel kitchens in the country before ultimately delivering him to Oscar's.

The restaurant's energetic atmosphere is bolstered by new furnishings and an airy layout. Oscar's Cafe takes advantage of the particularly spectacular view of the Art Museum's Charles Ireland Sculpture Garden. Fresh and inviting, Oscar's is in itself a reason to visit the Birmingham Museum of Art.

Oscar's Cafe is bringing a passion for cuisine and an eclectic energy to the Magic City. [See what people are saying](#) about the fresh and inviting Oscar's culinary experience.

## Page Copy

### Artbreaks Program

Take some time to feed your mind during your lunch break! Visit the Birmingham Museum of Art for an Artbreak session, a Birmingham attraction that cannot be missed.

The Birmingham Museum of Art offers a diverse range of fun and exciting [public programs and events](#) for all ages and interests. The Artbreaks program is quickly becoming one of the more popular programs offered at the Birmingham Museum of Art. The Artbreaks program was built to educate and inspire visitors, and stands out as an unmatched Birmingham attraction.

Artbreak sessions are offered at noon every Tuesday of each month. Curators and guest scholars from a variety of fields share their thoughts and perspectives on art. The sessions interpret and bring to life the Museum's vast art collections and changing exhibitions. The weekly Artbreak sessions are fun and free, making it one of the best things to do in Birmingham!

With the convenient downtown location of the Museum, the weekly Artbreak sessions offers employees of downtown businesses, students, families and residents of the Birmingham community a perfect opportunity to explore the world during a lunch break. After the session, take a minute to experience the upscale comfort food and airy atmosphere of [Oscar's Cafe](#); one of the few Birmingham restaurants to use only fresh and local produce.

As a Museum that prides itself on being free to the public, membership support and donations are vital for continuing to provide exciting exhibitions and educational activities like the Artbreaks program. For more information on ways to give to the Birmingham Museum of Art, visit <http://www.artsbma.org/ways-to-give>.



## **Suggestions for Online Promotion Strategy:**

The Birmingham Museum of Art should utilize the benefits of using online medias. Twitter, Facebook pages, an online discussion blog and search engine optimization can all be used to increase attendance to the weekly Artbreak sessions and Oscar's Cafe.

***Tactic 1*** Update the Birmingham Museum of Art website using SEO and keyword rich text to the following BMA website pages: Travel to Birmingham, Artbreaks and the Oscar's Café pages.

***Tactic 2*** Create and maintain special Facebook and Twitter accounts for the Artbreaks program and Oscar's Café. Content on these pages will be specific to the Artbreaks program and Oscar's Cafe.

***Tactic 3*** Give away special coupons and even free lunches to Oscar's Cafe through Facebook and Twitter. (Must be a member or a follower to receive a chance to win)

***Tactic 4*** Create and maintain a blog where curators, staff and visitors to the Museum can submit stories to be published for public viewing; all content will be focused towards the Artbreaks program and Oscar's Cafe. (Citizen Journalism – modeled after Tuscneighbors website)

***Tactic 5*** Add more internal and external links to the BMA website.

***Tactic 6*** Update the overall look of the website - colors, fonts and graphics. The look should reflect the Museum's prestige as one of the largest and most prominent art museums in the Southeast.

***Tactic 7*** Update the BMA web hierarchy. Categories do not properly detail what the content is regarding. Also, the content seems to be repetitive and in the wrong places on the website.

### **The Birmingham Museum of Art is Preparing for Total Darkness**

*For the first time in its history, the Birmingham Museum of Art is using flashlights to illuminate an acclaimed exhibition. The blackout is a special treat for guests at the 2010 Artbreak Late.*

**Birmingham, Ala. (July 25, 2010)**-- Get ready for a blackout! The Birmingham Museum of Art is turning off the lights on Sept. 4, 2010 for the Artbreak Late event. An integration of live music, fresh food and fine art, this premiere after-hours event will stimulate your senses...sound, taste and sight.

The event will feature a show-stopping musical performance by Company of Thieves and an exceptional viewing of the Museum's newest exhibition. There will even be a banquet of upscale soul food prepared by Lorrin Rames, head chef at Oscar's Cafe.

The Artbreak Late event is primarily a special Artbreak session where guests will tour the *Year of Photography* exhibition in the dark. Flashlights provided by the Target Corp. will be the only source of light used to illuminate the distinguished works of Andy Warhol and Carlin Wing.

Nick Patterson, director of communications for the Birmingham Museum of Art, describes the Artbreak Late event as an opportunity for the Museum to reach out to the community in a creative and effective way.

"There are many people who don't know about the free and exciting educational programs or the unmatched cuisine offered at Oscar's Cafe at the Museum. With events like Artbreak Late, folks will start taking notice of what the Museum has to offer," said Patterson.

Museum Director at the Birmingham Museum of Art, Gail Andrews, believes the Artbreak Late event will be a great way to introduce the public to the Museum's Artbreaks program.

The Artbreaks program invites curators and guest scholars from a variety of fields to share their thoughts and perspectives on art. The free sessions interpret and bring to life the Museum's vast art collections and changing exhibitions.

"This one-of-a-kind event will change the way people see the Birmingham Museum of Art and the Artbreaks program...but only if they bring a flashlight!

The Artbreak Late event is open to the public. Tickets can be purchased online at [www.ticketbiscuit.com](http://www.ticketbiscuit.com), or at the Birmingham Museum of Art on the day of the event. Tickets will be \$25 for the general public and \$10 for members, patrons and corporate sponsors.



2000 Rev. Abraham Woods, Jr. Blvd.  
 Birmingham, Alabama 35203  
 T: 205.254.2565  
 F: 205.254.2714

### **About the Birmingham Museum of Art**

The Birmingham Museum of Art's main mission is to connect with the community through free educational programs and curated exhibitions that engage, entertain and enlighten visitors. Programs are designed around the Museum's permanent collection and changing exhibitions, and they provide opportunities for people of all ages and levels of experience to connect with art. To learn more about the Birmingham Museum of Art, visit our website at [www.artsbma.org](http://www.artsbma.org). If you are interested in seeing what programs and events the Museum is currently offering, visit our programs and events webpage at <http://www.artsbma.org/events>.

####

### **Contact:**

Victoria Corley, communications staff  
 Birmingham Museum of Art  
 205.242.5888  
[vcorley@crimson.ua.edu](mailto:vcorley@crimson.ua.edu)

### **Pitch to:**

Birmingham Magazine  
 Carla Whitley, managing editor  
[cwhitley@bhammag.com](mailto:cwhitley@bhammag.com)

\* Submit events at least eight weeks in advance of the issue in which the event should appear.  
 (205)241-8119

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Carla Whitley, managing editor  
 Birmingham Magazine  
 (205)241-8119  
[cwhitley@bhammag.com](mailto:cwhitley@bhammag.com)

Hi Carla -

The Birmingham Museum of Art is hosting a MUST-SEE event, but you better bring a flashlight! The Museum is turning out the lights for a special Artbreak session that will invigorate your senses with live music, fresh food and fine art.

The Artbreak Late event is open to the public. Tickets can be bought online at [www.ticketbiscuit.com](http://www.ticketbiscuit.com), or at the Birmingham Museum of Art on the day of the event. Tickets will be \$25 for the general public and \$10 for members, patrons and corporate sponsors.

The event will include:

- A must-see musical performance by the Company of Thieves.
- Oscar's Cafe will be serving a variety of dishes made with the freshest produce and quality products from the Birmingham's Jones Valley Urban Farm.
- A special Artbreak session tour of the *Year of Photography* exhibition in the dark!
- Glasses of locally brewed high gravity beverages will be sold for \$6.

The Artbreak Late event is an opportunity for the Museum to reach out to the community in a creative and effective way. The Birmingham Magazine City Guide readers would be a great audience to have at this premiere after-hours event. I think they would love to hear great music, taste delicious food and see fine art - in the dark.

The press release for this refreshing event is pasted below. If you are interested in attending the event, or have any questions please feel free to contact me.

In the meantime, please visit [www.artsbma.org](http://www.artsbma.org) or [www.oscarsatthemuseum.com](http://www.oscarsatthemuseum.com) for more information.

Thanks for your time,

Victoria Corley, Birmingham Museum of Art communications staff

Victoria Corley, communications staff

The Birmingham Museum of Art

[vcorley@crimson.ua.edu](mailto:vcorley@crimson.ua.edu)

205-242-5888

### **Advantages of Visiting the Birmingham Museum of Art for Lunch**

For years, the Magic City has captivated visitors with its southern hospitality and charm, but now the Birmingham Museum of Art (BMA) is ready to entertain the locals with its unique Artbreaks program. The program offers a fresh take on food and fine art for a one-of-a-kind lunch experience.

#### **Artbreaks Program:**

The Artbreaks program is a 30 minute talk offered at noon every Tuesday of each month. Curators and guest scholars from a variety of fields share their thoughts and perspectives on art. The sessions interpret and bring to life the Museum's vast art collections and changing exhibitions. Artbreaks are fun and exciting educational programs used to reach out to the community in a creative and effective way. Paired with the upscale comfort food of the Museum's very own Oscar's Café, a weekly Artbreak session is a perfect opportunity to feed your mind during lunch.

#### **2010 Artbreaks Program Dates:**

<b>Date</b>	<b>Topic</b>
Sept. 7	Pattern, costume and ornament in African and African-American art
Sept. 14	Kimono culture, dressing and sewing
Sept. 21	Lifetime love: collecting decorative art
Sept. 28	Into the wild: exploring nineteenth century landscape
Oct. 5	Bridging cultures: how art museums unite the community
Oct. 12	Portraits and personalities
Oct. 19	The art of entertaining
Oct. 26	The artist and Mr. Muir
Nov. 2	Director's choice
Nov. 9	Presenting the new and improved BMA website
Nov. 16	Beyond England
Nov. 23	Let's get ready to rumble
Nov. 30	Classes, tours, and camp oh my!

### Artbreaks Program Funding:

The Artbreaks program is supported by three funding sources.

Date	Topic
Annual Fund	The Annual Fund supports a range of discretionary and programmatic needs, including exhibitions, educational programs for the community, conservation of permanent collection and other various efforts.
Donor Circles	Donor circles provide a large source of funding that allows the Museum to provide programs and exhibitions to visitors of all ages and backgrounds; helps the Museum remain free to the public.
Corporate Sponsors	Corporate sponsorship provides direct support for the Museum's daily operations.

**Website:** [www.artsbma.org/events/artbreaks](http://www.artsbma.org/events/artbreaks)

**Phone:** For more information on the Artbreaks program, call 205-254-2856.

**Location:** The Birmingham Museum of Art is located on 2000 Rev. Abraham Woods, Jr. Blvd

**Oscar's Cafe:** One of the most innovative Birmingham restaurants is now located in the heart of downtown at the Birmingham Museum of Art. Oscar's Cafe offers upscale comfort food, without the upscale prices. Chef Lorrin Rames uses only the freshest produce from Birmingham's Jones Valley Urban Farm, as well as many other nearby vendors. Oscar's Cafe is under the management of A Social Affair, the locally well-respected food service company that also caters special events at the Museum.

**Owner, A Social Affair and Oscar's Cafe:** Jim Cobb

**Location:** Oscar's Cafe is located on the second floor of the Birmingham Museum of Art.

**Website:** [www.oscarsatthemuseum.com](http://www.oscarsatthemuseum.com)

**Phone:** Oscar's Cafe phone number is 205-254-2775.

### Importance of the Artbreaks Program and Oscar's Cafe:

Located place in the heart of the city's cultural district, the BMA's Artbreaks program allows area businesses to invest in their community, offer unique benefits for employees and create special access opportunities for clients. The Museum's efforts to connect with the public through an interactive learning experience like the Artbreaks program encourages potential consumers to visit the city.

Victoria Corley  
 Craig Ey, Editor  
 Birmingham Business Journal  
 cey@bizjournals.com  
 205.443.5633

Hi Craig -

The Birmingham Museum of Art has an exciting program that directly benefits downtown Birmingham businesses and employees. I have a great idea for a feature story for the Birmingham Business Journal that will give your readers an inside scoop on a one-of-a-kind lunch experience that offers a fresh take on food and fine art.

I'm sure you've already heard about the Birmingham Museum of Art's free and exciting educational program, but did you know that the Artbreaks program allows businesses to invest in their community and create special access opportunities for clients.

I was hoping you would cover a feature story concerning the advantages of attending the Artbreaks program if you work in downtown Birmingham. I could provide you with the following resources:

- Interviews - Gail Andrews, director of Birmingham Museum of Art; Nick Patterson, director of communications for the Birmingham Museum of Art; Lorrin Rames, head chef at Oscar's Cafe; employees of downtown businesses.
- Site Visits to the Birmingham Museum of Art and Oscar's Cafe.
- Documentation - Birmingham Museum of Art fact sheet that contains general information about the Artbreaks program and Oscars Cafe. Includes funding sources, Artbreak session dates and the advantages of the program.
- Photos- Groups from Regions Bank, downtown employees, Judge Sherri C. Friday at Oscar's Cafe and assorted pictures from any of the 2009 Artbreak sessions.

The Birmingham Business Journal plays a huge role in the relationship between downtown organizations and employees. I think the readers would love to know that the Birmingham Museum of Art is giving them a chance to feed their minds at lunch!

If you are interested in covering this story please contact me.

In the meantime, please visit [www.artsbma.org](http://www.artsbma.org) or [www.oscarsatthemuseum.com](http://www.oscarsatthemuseum.com) for more information.

Thanks for your time,

Victoria Corley, Birmingham Museum of Art communications staff

## Feature Outline

### I. Lead

Hungry for a change, downtown Birmingham employees are doing things different on their lunch break; their feeding their minds at the Birmingham Museum of Art's Artbreaks program. The Artbreaks program was built to educate and inspire visitors, but has turned into a community partnership between local employees and the Museum.

A match made in heaven, the two groups are learning how to take advantage of resources that are right next door. Employees are discovering the wonders of Oscar's Cafe at the Museum and the Artbreak's program, and the Museum is bringing art and exploration to the community.

### II. Main Idea:

Located in the heart of the city's cultural district, the BMA's Artbreaks program allows area businesses to invest in their community, offer unique benefits for employees and create special access opportunities for clients. The Museum's efforts to connect with the public through interactive learning experience like the Artbreaks program encourages potential consumers to visit the city.

### III. Sources:

- Interviews - Gail Andrews, director of Birmingham Museum of Art; Nick Patterson, director of communications for the Birmingham Museum of Art; Lorrin Rames, head chef at Oscar's Cafe; employees of downtown businesses.
- Site Visits to the Birmingham Museum of Art and Oscar's Cafe.
- Documentation - Birmingham Museum of Art fact sheet that contains general information about the Artbreaks program and Oscars Cafe - Includes funding sources, Artbreak session dates and the advantages of the program.

### IV. Interesting Facts:

- The Artbreaks program is a 30 minute talk offered at noon every Tuesday of each month.
- Downtown employees get a 10% discount at Oscar's Cafe.
- Oscar's Cafe uses only the freshest produce from Birmingham's Jones Valley Urban Farm, as well as many other nearby vendors.

### V. Photos, Charts, and Graphics:

- Photos- Groups from Regions Bank, downtown employees, Judge Sherri C. Friday at Oscar's Cafe, Assorted pictures from any of the 2009 Artbreak sessions.
- Chart with the 2010 Artbreaks program dates.
- Chart with the three funding sources for the Artbreaks program.

### VI. Call to Action:

The readers should be motivated to do the following: visit the Museum for lunch at Oscar's Cafe, attend an Artbreak session, want to learn more about the BMA (Artbreaks program or Oscar's Cafe) and visit the BMA website for more information.



## Description of Event

The Birmingham Museum of Art's Artbreak Late event is a unique Artbreak session that will give guest a taste of both Oscar's Cafe and the Artbreaks program in a one special night. The Museum's main goal is to use the Artbreak Late event to increase attendance to the weekly Artbreak sessions and Oscar's Cafe.

The event will include a musical performance by Company of Thieves and upscale comfort food prepared by Oscar's Cafe Chef, Lorrin Rames.

The Artbreak Late event will be similar to the Museum's popular concert series, Art on the Rocks. Budget for this event will be based on a previous budget created for Art on the Rocks in 2010.

The Artbreak Late's theme will be "Turn out Lights;" the theme comes from the title track from the Company of Thieves newest album. To coincide with the theme, the Museum will have the interior lights off all night. Guest will be given a flashlight when they get to the event. Flashlights will be provided by the Target Corp.

Museum Director, Gail Andrews, will curate the session and share powerful insight on the Portraits by Andy Warhol and Carlin Wing that will be on display at the Museum's *Year of Photography* exhibition. This part of the night will be a little different from the weekly Artbreak sessions; because of the event theme "Turn out Lights," the only light source used on the entire session will be the guest's individual flashlights.

All donors, members, sponsors and the general public will be invited to the event. Tickets will be sold online at [www.ticketbiscuit.com](http://www.ticketbiscuit.com), or can be bought on the night of the event at the Birmingham Museum of Art. Admission will be \$25 for non-members and \$10 for members, patrons and sponsors. The admission fee is based on prices the BMA charges for Art on the Rock's. Revenue from the event will be used to recruit special guest and speakers for future Artbreak sessions.

The Birmingham Museum of Art hopes to host at least 200 visitors at the Artbreak Late event. Planning for the event will begin in early June, making it possible to meet deadlines created by the BMA communication team.

**Event Date:** September 4, 2010

**Dates for Planning:**

<b>Planning begins:</b> June 1, 2010	<b>Planning ends:</b> September 4, 2010
<b>Evaluation begins:</b> September 6, 2010	<b>Evaluation ends:</b> December 21, 2010

**Goals:**

- I. Increase awareness of the Birmingham Museum of Art's Artbreaks program and Oscar's Cafe among employees of downtown Birmingham businesses and students in the Birmingham Area.
- II. Increase weekly attendance to the Museum's Artbreak sessions and Oscar's Cafe.

**Objectives:**

**Objective 1** To increase local media coverage on the weekly Artbreak sessions 50% by December 2010.

- Have at least five medias that we pitched to cover the Artbreak Late event present at the event.
- Have Director of the BMA, Gail Andrews, participate in at least three interviews during the event.
- Have a member of the in-house event planning team live feed via Facebook and Twitter during the Artbreak Late event.

**Objective 2** To increase the number of visits to Artbreaks and Oscar's Cafe website, Twitter and Facebook pages, and online discussion blog by January 2011.

- Have a member of the in-house event planning team live feed through Facebook and Twitter during the Artbreak Late event.
- Pass out rack cards with information about the online survey that is featured on BMA website.

**Objective 3** To boost attendance of employees from downtown Birmingham businesses and students in the Birmingham area to the weekly Artbreak sessions and Oscar's Cafe 25% by January 2011.

- Distribute the Artbreaks program brochure to local businesses and colleges / universities one month before the event.

**Objectives for the Event**

- To have over 150 guest at the Artbreak Late event.
- Register at least 15 guest at the event to become members of the Museum.
- Collect more than 100 new e-mails by the end of the event.

**2010 Artbreak Late  
Four Month Planning Timeline**

	June	July	August	September
Book band and DJ.	- Obtain phone numbers for bands and DJ. - Call bands and DJ.	- Call band and DJ. Confirm performance. - Arrange for bands and DJ's to sign contracts.		
Ticket sales/survey.	Organize ticket sales on Ticket Biscuit before event.	Design survey		- Total Membership information (New joins, renewals and upgrades form the night).
Oversee event production.		- Hire event technicians, stage hands and outside production company. - Hire photographer for event.		
Rentals Tent/Chairs/Tables/ Lights.		Arrange for rental for all tables etc. at the event.	Coordinate with maintenance to hire extra hands for set up (get contracts signed).	- Make sure all rentals are returned by deadline.
Food/Bar Linens/disposables/ services.		Plan what foods will be served from Oscar's Cafe, and what time they will be served.		
Pre-event media strategy.	- Write and pitch press release.(June 14 for Bham Magazine) - Update website and social media.	- Pitch feature - Write distribute fact sheet to local print and broadcast media.		
Plan for security and parking.		Rent parking lot from the city.	Hire two Police officers for extra security (get contracts signed).	
Develop performance schedule and communicate with performers.	- Collect information on performers for media relations teams.	- Arrange for performers hotel and travel. - Establish performance schedule. Provide schedule to media relations teams.		
Coordinate the Artbreak session for the night.	Establish topic that will be focus of Artbreak session.			
Oversee clean-up.			Serve as liaison to Janitorial team.	
Evaluate the effectiveness of the event.				- Participate in de-brief meeting to discuss strengths and weaknesses of event. - Analyze surveys returned as mailers and online. - Scan media for coverage. - Keep clippings and videos of coverage. - Assemble and file event records.

### 2010 Artbreak Late Four Month Planning Grid

	Aug. 9-13	Aug. 16-20	Aug. 23-27	Aug. 30-31
Month before event	<ul style="list-style-type: none"> <li>- Publish survey on the BMA website.</li> <li>- Call performers hotels to finalize accommodations.</li> </ul>	<ul style="list-style-type: none"> <li>- Collect riders for performers for VIP set up team.</li> </ul>	<ul style="list-style-type: none"> <li>- Communicate between event producer and performers to make sure all technical needs are met.</li> </ul>	<ul style="list-style-type: none"> <li>- Call all rental providers and confirm pick-up date and confirm items that we are renting.</li> </ul>
	Sept. 1	Sept. 2	Sept. 3	Sept. 4
Week of the event	<ul style="list-style-type: none"> <li>- Communicate with bands to see if there are any last minute issues.</li> <li>- Contact invited press to remind them of event.</li> </ul>		<ul style="list-style-type: none"> <li>- Place performers treats on hotels.</li> <li>- Welcome performers.</li> </ul>	<ul style="list-style-type: none"> <li>*See detailed event time line for the day of the event.</li> </ul>

## 2010 Artbreak Late Detailed Event Timeline

Time	Task	Responsibility	Location
8:00 AM	Be present for delivery of tents/chairs/tents	Blake, Megan, Tony	Outside Roof/Inside at Oscar's Cafe.
11:00 AM	General Event Meeting	Everyone	Press tent
12:00 PM	Set up press and VIP tent	Haleigh, Kelly, Steven	Gallery 1
	Set up stage	Blake, Tony	Outside roof
	Set up tables and chairs for food/beverage	Jared, Megan	Inside - Oscar's Cafe
	Over-see set up outside production equipment/Dj/Lights	Victoria	Outside roof
	Set up ticket sell / Membership table	Mallory, Emily	
5:00 PM	Greet Musicians and Media	Jared, Mallory, Allison	VIP tent
	<b>6:00 PM - EVENT STARTS</b>		
	<b>11:00 PM - EVENT END</b>		
11:30 PM	Clean Up	Everyone - Including clean-up crew	Clean up site - oversee deconstruction of stage, tents and other rentals.

**2010 Artbreak Late  
Task and Responsibilities**

Tasks/Steps	Responsibility	Task materials and requirements
1. Book Band and DJ Band- Company of Thieves DJ -Stevo and Geno	Jared	- Obtain phone numbers for bands and DJ. - Call bands and DJ. - Arrange for bands to sign contracts.
2. Ticket Sales/ Survey/ Membership	Mallory, Emily	- Organize ticket sales on Ticket Biscuit before event - Manage ticket sales prior and during event. - Make survey - publish on website.
3. Oversee event production.	Victoria	- Hire event technicians, stage hands and outside production company. - Serve as a liaison between production company and PR team before and during event. - Hire photographer for event.
4. Rentals and set up Tent/Chairs/Tables/Lights/Stage	Megan, Blake, Tony	- Coordinate with maintenance to hire extra hands for set up. - Assign worker tasks. - Manage workers during stage set up. - Arrange for rental and setup for all tables etc. at the event. - Pay workers and pay for rentals. - Oversee rentals of tents, tables and chairs for the event.
5. Food/Bar linens/disposables/servers	Kristen	- Establish and maintain communication with Oscar's Café – they will be catering the event. - Oversee setup and distribution of food and alcohol throughout the night. - hire outside help for catering and serving for event.
6. Pre-event media strategy	Allison, Hannah, Allie, Tony, Emily	- Write, edit and pitch press release. - Pitch feature - Write, edit and distribute fact sheet to local print and broadcast media. - Update website and social media. - Oversee design and printing of promotional material.
7. Plan for security and clean-up	Jared	- Serve as liaison between Museum security and organization. - Hire two police officers for security. - Rent parking lot from the city.
8. Develop performance schedule and communicate with performers.	Rachel	- Work with bands to coordinate performance times. - Pay bands - Arrange for performers hotel and travel. - Arrange for Bands to sell merchandise at the event.
9. Coordinate the Artbreak Session for the night.	Rachel	- Establish topic that will be focus of Artbreak session. - Coordinate with Gail Andrews and band for time of session.
10. Set up and run backstage and VIP area.	Haleigh, Jessica, Mallory, Steven	- Purchase requests from band riders. - Set up back stage and VIP area including tent and furniture rental. - Make sure performers are happy. - Make sure VIP's (donors, volunteers, survivors) get to meet performers.
11. Plan and execute media relations on day of event.	Haleigh, Kelly, Steven, Mallory	- Write, edit, print and assemble press kits. - Print and pass out press credentials. - Answer press inquiries. - Facilitate interviews between Gail Andrews and media during event. - Collect stories for blog. - Arrange interviews with performers, directors and organization members.
12. Report on event for the organization.	Kelly, Jessica, Allie	- Live feed during the event - via Twitter and Facebook. - Interview attendees and performers. - Be on-call to assist where needed. Record and upload digital video of the event. collect possible stories for Museum blog during event.
14. Oversee clean-up.	Megan J (everyone pick up own area)	- Oversee entire clean-up - Make sure janitorial team is doing their job during the event. - Make sure rentals are returned before date due.
15. Evaluate effectiveness of event.	Everyone	- Participate in de-brief meeting to discuss strengths and weaknesses of event. - Analyze surveys returned as mailers and online. - Scan media for coverage. -Keep clippings and videos of coverage. - Assemble and file event records.

**2010 Artbreak Late  
Event Budget**

<b>Tactic</b>	<b>Operating Expenses</b>	<b>Budgeted amount</b>
Concert/Night of Event	Band	\$ 15000
	Performer accommodation and Travel	\$ 6500
	VIP Lounge / Rider Items	\$ 4500
	Sound	\$ 1500
	Lights	\$ 1500
	Tent/Chairs/Tables	\$ 9000
	Stage	Used BMA stage
	DJ	\$ 750
	Food (250 guests), linens, disposables and service	\$ 12000
	Parking Deck	\$ 300
	Photography (2 events)	\$ 250
	Flashlights	Donated
		<b>Tactic Total</b>
Mailers and Promotion	Postage	\$ 4500
	Printing- Postcards, Tickets	\$ 6500
	Ticket Biscuit	\$ 2000
	Design	Used BMA designer
	<b>Tactic Total</b>	<b>\$ 13000</b>
Security and Maintenance	After-Hours Security	\$ 800
	Police	\$ 1200
	Maintenance	\$ 2600
	Hourly Help	\$ 600
	<b>Tactic Total</b>	<b>\$ 5200</b>
<b>Event Total</b>		<b>\$ 69500</b>



2010 Artbreak Late  
Birmingham Media Contacts

email	last name	first name	title	organization	address1	city	zip_code	phone
jbeans@aptv.org	Beans	Jon	News & Public Affairs Director	Alabama Public Television	2112 11th Avenue South, Suite 400	Bham	35205-2846	(800) 239-5239 x406
** <a href="mailto:joe@b-metro.com">joe@b-metro.com</a>	O'Donnell	Joe	Publisher/Editor	B Metro Magazine	2901 2nd Avenue South, Suite 270	Bham	35233-2924	(205) 202-4182
cey@bizjournals.com	Ey	Craig	Editor	Birmingham Business Journal	2140 11th Avenue South, Suite 205	Bham	35205-2840	(205) 443-5633
** <a href="mailto:cwhitley@bhammag.com">cwhitley@bhammag.com</a> * Submit events at least eight weeks in advance of the issue in which the event should appear.	Whitley	Carla	Managing editor	Birmingham Magazine	505 20th Street North, Suite 200 Financial Center	Bham	35203-2605	(205)241-8119
*** <a href="mailto:rwilliams@bhamnews.com">rwilliams@bhamnews.com</a>	Williams	Roy	Business Writer	Birmingham News	2201 4th Avenue North	Bham	35203-3863	(205) 325-2471
celdridge@birminghamtimes.com	Eldridge	Cheryl	Showtime Editor	Birmingham Times	115 3rd Avenue West	Bham	35204-4114	(205) 251-5158
** <a href="mailto:kyle@bhamweekly.com">kyle@bhamweekly.com</a>	Whitmire	Kyle	News Editor	Birmingham Weekly	2014 6th Avenue North	Bham	35203-2702	(205) 939-4030 x340
** <a href="mailto:calendar@readbw.com">calendar@readbw.com</a>	Nichols	Alison	Executive Editor	Black & White	2210 2nd Avenue North, 2nd Floor	Bham	35203-3857	(205) 933-0460
reginald.greene@coxradio.com	Greene	Reginald	News Director	WAGG-AM	950 22nd Street North, Suite 1000	Bham	35203-3857	(205) 322-2987
vporter@cbs42.com	Porter	Vicki	News Assignment Manager	Wake Up Alabama - WIAT-TV	2075 Golden Crest Drive	Bham	35209-1143	(205) 322-4665
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michael@wbhm.org	Krall	Michael	Program Director	WBHM-FM	650 11th Street South	Bham	35233-1221	(205) 934-2606
tanya@wbhm.org	Ott	Tanya	News Director	WBHM-FM	650 11th Street South	Bham	35233-1221	(205) 934-2606
<a href="mailto:newstip@3340.com">newstip@3340.com</a>	Irwin	Stephanie	Assignment Editor	WBMA-TV	800 Concourse Parkway, Suite 800	Bham	35244-1889	(205) 403-3340

\*\*denotes the five medias the Museum would like most to attend the event  
(meets Objective 1 of event plan).

Majority of the media in this contact list is consumed by public 1 (employees of downtown businesses). Having the Museum's information featured in any of these medias would be important.

## 2010 Artbreak Late Event Coverage

### Internal Coverage for the Artbreak Late event:

Kelly, Jessica, and Allie will be responsible for reporting on event for the organization.

### Their Task include the following:

- Live feed during the event - via Twitter and Facebook.
- Interview attendees and performers.
- Be on-call to assist where needed.
- Record and upload digital video of the event.
- Collect possible stories for Museum blog during event

### Event Evaluation:

#### Evaluate the event as a team

Create a summary report on the effectiveness of the event as a team. Answer the following questions as a team:

- Review your initial event goals. Were they met? Did you meet your fundraising goal, attendance goal, target the correct audience, etc.?
- Was the theme/purpose clearly communicated to your audience?
- During the event - What worked? What didn't work? Why? Could it have been done differently?
- Did the event manager provide good effective leadership? Were prior issues resolved before the event?

#### Attendee feedback on the Event:

Add a special section of questions to the online survey the Museum will be creating to evaluate the effectiveness of the other campaign tactics. Ask the following questions about the event in survey:

- What were the strengths of the event? What did you find most useful or enjoyable?
- Did you learn about the Artbreaks program and Oscar's Cafe at the event?
- How did you hear about this event?
- Would you like to hear about similar events in the future?
- Comments and recommendations:
- After attending Artbreak Late, do you think you will attend an Artbreak session?

	Very Satisfied	Satisfied	Neither Satisfied nor Unsatisfied	Unsatisfied	Very Unsatisfied
Organization of the event					
Presenters					
Facilities or Venue					
Food					
Entertainment					

# Explore the **World** Discover Yourself

Join the BIRMINGHAM  
MUSEUM OF ART!

As a Museum that prides itself on being free to the public, membership support is vital to continuing to provide exciting exhibitions, educational activities, and social events for which the Museum is known.

Members of the Birmingham Museum of Art can enjoy an array of benefits ranging from discounts on art classes to curator-led gallery tours to international travel opportunities. Whatever your interest, we strive to create a personal, engaging and memorable experience.

Join today- visit  
<http://www.artsbma.org/membership/join>.

BIRMINGHAM  
MUSEUM of ART

Art Credits: **Green Apple on Black Plate**, Georgia O'Keeffe, 1922; **Looking Down Yosemite Valley, California**, Albert Bierstadt, United States, born Germany, (1830-1902), 1865; **Bonjour Julie**, Joan Mitchell, 1971; **Furnishing Textile (arkilla kereka)**, Fulani people, Tillabéri region, Late 19th-early 20th century.



Where can you find us?

**Downtown**  
Walking distance  
from your business  
to ours.



**ADDRESS:**

2000 Rev. Abraham Woods, Jr. Blvd  
(formerly 2000 8th Ave. N.)  
Birmingham, Alabama 35203  
T: 205.254.2565  
F: 205.254.2714

**MUSEUM HOURS:**

Tuesday—Saturday  
10am—5pm  
Sunday  
Noon-5pm  
CLOSED MONDAYS &  
Major Holidays

For more information, visit  
[ARTSBMA.ORG](http://ARTSBMA.ORG) and  
[OSCARSATTHEMUSEUM.COM](http://OSCARSATTHEMUSEUM.COM).

**TAKE** an  
**ARTBREAK**



Feed Your Mind  
During **Lunch**



BIRMINGHAM  
MUSEUM of ART

# Take a Break You Deserve It

30-minute gallery talk / lunch  
**TUESDAYS / NOON / FREE**  
BIRMINGHAM MUSEUM OF ART

The Museum offers a diverse range of fun and exciting public programs for all ages and interests, and the weekly Artbreaks program is one of the best!

The Artbreaks program interprets and brings to life the Museum's vast collections and changing exhibitions. Conveniently located downtown, the Museum offers employees of downtown businesses a unique way to explore the Museum and enjoy fresh local food at Oscar's Cafe while on a lunch break.



For more information on the Artbreaks program, please visit [www.artsbma.org](http://www.artsbma.org).



## ARTBREAKS November

November 9

PRESENTING THE NEW AND IMPROVED BMA WEB SITE!

November 16

BEYOND THE POLISH: ENGAGING WITH DECORATIVE ARTS.

November 23

LET'S GET READY TO RUMBLE

November 30

CLASSES, TOURS, AND CAMP—OH MY!



## Pick up your lunch at Oscar's

We'll even give you a  
**FREE DESSERT.**



Under the management of A Social Affair, Oscar's serves lunch options that are scaled up in quality, but not in price. The café is committed to fresh local ingredients, drawing on the produce of Jones Valley Urban Farm, just a few blocks away, as well as many other nearby vendors.

Oscar's features the cuisine of Chef Lorrin Rames, Hawaiian born and trained. The upscale comfort food is just part of the inviting atmosphere bolstered by new furnishings and an open, airy layout that takes advantage of the café's particularly spectacular vantage point, framed partly by trees and the Charles Ireland Sculpture Garden.



"All my senses were stimulated... sight, sounds, smells and taste. I loved the atmosphere, the food was delicious, and it had great energy."  
—Mallie Ireland

**10% Discount for Museum Members**

For more information visit  
[www.oscarsatthemuseum.com](http://www.oscarsatthemuseum.com).

## **Brochure Outline:**

### **Front Page/Back Right Panel**

#### ***Images***

- The Green Apple (1922 ) - Georgia O’Keeffe
- BMA Logo

***Tagline*** Feed your mind during lunch

### **Inside Left Panel**

#### ***Images***

- Looking Down Yosemite Valley, California, Albert Bierstadt, (1830-1902)

***Subhead 1*** Take a break. You deserve it. Join us each Tuesday at noon for a 30-minute gallery talk, then pick up your lunch at Oscar’s Café. (Span across two panels)

#### ***Text***

The Museum offers a diverse range of fun and exciting public programs for all ages and interests, and the weekly Artbreaks program is one of the best!

The Artbreaks program interprets and brings to life the Museum’s vast collections and changing exhibitions. Conveniently located downtown, the Museum offers employees of downtown businesses a unique way to explore the Museum and enjoy fresh local food at Oscar’s Cafe while on a lunch break.

### **Inside Center Panel**

#### ***Images***

- Bonjour Julie, Joan Mitchell, 1971
- Furnishing Textile (arkilla kereka), Fulani people, Tillabéri region, Late 19th-early 20th century

***Subhead 1*** ARTBREAKS November

***Text*** November 9 - Presenting the new and improved BMA website!

November 16 - Beyond the Polish; engaging with decorative arts.

November 23 - Let’s get ready to rumble.

November 30 - Classes, tours, and camp-oh my!

## **Inside Right Panel**

### ***Images***

- Oscar's Logo
- Picture of food from Oscar's Website

"It was wonderful and all the senses were stimulated... sight, sounds, smells and taste. I loved the atmosphere, the food was delicious, and it had great energy."

–Mallie Irelan

***Subhead 1*** Pick up your lunch at Oscar's

***Subhead 2*** We'll even give you a free dessert.

### ***Text***

Under the management of A Social Affair, Oscar's serves lunch options that are scaled up in quality, but not in price. The café is committed to fresh local ingredients, drawing on the produce of Jones Valley Urban Farm, just a few blocks away, as well as many other nearby vendors.

Oscar's features the cuisine of Chef Lorrin Rames, Hawaiian born and trained by some of the best chefs in America. The upscale comfort food is just part of the inviting atmosphere bolstered by new furnishings and an open, airy layout that takes advantage of the café's particularly spectacular vantage point, framed partly by trees and the Charles Ireland Sculpture Garden.

10% Discount for Museum Members

For more information, including menu and pricing, visit [www.oscarsatthemuseum.com](http://www.oscarsatthemuseum.com).

## **Back Left Panel**

### ***Images***

- BMA Logo

***Subhead 1*** Explore the World. Discover Yourself.

***Subhead 2*** Join the Birmingham Museum of Art!

### ***Text***

As a Museum that prides itself on being free to the public, membership support is vital to continuing to provide exciting exhibitions, educational activities, and social events for which the Museum is known.

Members of the BMA may enjoy an array of benefits ranging from discounts on art classes to curator-led gallery tours to international travel opportunities. Whatever your interest, we strive to create a personal, engaging, and memorable experience.

Join today- visit <http://www.artsbma.org/membership/join-or-renew> to access our online membership application.

### ***Text 2***

Art Credits: Green Apple on Black Plate, Georgia O`Keeffe, 1922; Looking Down Yosemite Valley, California, Albert Bierstadt, United States, born Germany, (1830-1902), 1865; Bonjour Julie, Joan Mitchell, 1971; Furnishing Textile (arkilla kereka), Fulani people, Tillabéri region, Late 19th-early 20th century

## **Back Center Panel**

### ***Images***

- Picture of the outside of the Museum
- Small Map showing the location on the Museum

***Subhead 1*** Where can you find us?

### ***Text***

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205.254.2775

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