

NEWSEUM STRATEGIC PLAN





WHO WE ARE

Kaleidoscope Creative is a one-stop shop for all things Public Relations. Founded in 2014, Kaleidoscope Creative brings together expertise in graphic design, editorial, and event management in order to create innovative campaigns that surpass client expectations.



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MEET THE TEAM



NATHALIE GRAVES

Nathalie Graves is majoring in Public Communication with a minor in Dance. She is currently an Investigative and Research Intern at The Mintz Group, a private investigative firm in downtown DC. Her past internships include documentary development at Story House Productions and marketing for various companies in the creative field including Studio E Partners, Eason Associates and Adams Design. Nathalie is a dual French-American and has lived in France, India, Malaysia, Italy and Japan. Her multicultural background has influenced her interest in doing marketing and public relations for an International non-profit. In her spare time, she enjoys scheming future travel spots, watching Ted Talks and scoping out new coffee shops.

Nathalie’s favorite Newseum exhibit is the Today’s Front Pages Gallery.



MADELINE BEARD

Madeline Beard is a double-major in Public Communication and Graphic Design. She is currently the official Pinterest pinner for the Newseum and a lover of all things social media, creative and viral. Her past internships include a summer in New York City working for Daryl Roth Theatrical Management company. Madeline aspires to live in New York City post-graduation and work in the field of creative strategy or advertising with a focus on digital media. In her free time, she enjoys practicing hot yoga, reading Glamour magazine and going to live concerts.

Madeline’s favorite Newseum exhibit is Anchorman: The Exhibit.



GWEN MCINTYRE

Gwen McIntyre is majoring in Public Communication with minors in Political Science and Women’s Studies. She is currently a Social Media Intern at Animal Planet and a Public Relations Intern at Hager Sharp and has previous experience as a Publications Intern at an association and a Media Relations Intern at a DC think tank. Originally from the Philadelphia area, Gwen hopes to pursue a career in public relations after graduation and eventually attend law school. She is a television enthusiast, a violence prevention advocate, and she considers Rome to be the greatest city in the world.

Gwen’s favorite exhibit at the Newseum is the HP New Media Gallery.



MARE LEWICKI

Mare Lewicki is majoring in Public Communication with a Marketing minor. She is currently a Consumer Public Relations Intern with DBC PR+New Media and has previously interned with 9:30 Club, the Human Rights Campaign, and the artist Lo-Fang (who is currently on tour with Grammy Award Nominee Lorde). Mare is interested in the music industry and hopes to pursue a career in artist management or at a record label. Originally from the Washington DC suburbs, she enjoys going to concerts, visiting new restaurants, and binge-watching netflix.

Mare’s favorite Newseum exhibit is the Berlin Wall Gallery.



EMILY GOOD

Emily Good is majoring in Public Communication with a Psychology minor. She is a current Public Relations Intern with Qorvis MSLGROUP and has previously interned with the American Legacy Foundation and National Geographic Society. Emily is interested in Consumer Lifestyle Marketing and hopes to pursue a public relations career with a full-service agency after graduation. She is a New Orleans native and loves football and chocolate chip cookies.

Emily’s favorite Newseum exhibit is the Pulitzer Prize Photographs Gallery.

EXECUTIVE SUMMARY

THE CHALLENGE

Time is of the essence for all Washington, D.C. visitors. With a number of local attractions and landmarks, finding the time to fit everything in can be difficult. The Newseum faces a particular challenge with the combination of cost for entry and a lengthy time commitment.

Enter Kaleidoscope Creative. Given the opportunity to assist the Newseum in increasing summer tourism from five to ten percent, Kaleidoscope Creative aims to rid visitors of time and cost anxiety. The team will create a sense of connectivity amongst international visitors through tactics exemplifying shared learning and experience of historical moments.

OBJECTIVES

To increase summer tourism at the Newseum by five to ten percent and target international visitors, specifically those from Canada, China, and Brazil.

TARGET MARKETS

CANADA

Canada has a unique position as an international audience for the Newseum, as Canadians are within driving distance of the East Coast and share a similar historical and cultural background with Americans.

CHINA

As the number of Chinese visitors to Washington D.C. increases, the Newseum offers them the opportunity to learn about a press and journalistic culture completely opposite from their own.

BRAZIL

The Newseum has the opportunity to take advantage of the large Brazilian community living in Washington, D.C. by catering specifically to the expatriate sector.

TACTICS

A DAY WITHOUT

A Day Without will be a citizens’ journalism workshop specifically targeting those whose freedom has been curtailed before. The event will allow attendees to express themselves in a public and powerful event. The event will include keynotes from thought leaders from around the world and an extensive social media campaign.

- **Key Message:** The Newseum celebrates the freedom of the press
- **Strategy:** To increase awareness among international tourists of First Amendment rights in the United States through an educational experience
- **Evaluation:** The success of this citizens’ journalism workshop will be measured by media impressions, number of tickets sold through the microsite, and event attendance

TOURING FREEDOM: A ROAD TRIP CELEBRATING PRESS FREEDOM

Touring Freedom is a campaign that gives Canadian families the tools to easily plan a road trip to the Newseum and Washington, D.C. by partnering with museums with similar missions in major cities along the way. The tactic will feature its own Twitter, a microsite with the road trip map, and a fun social media campaign, #WheresTheBus.

- **Key Message:** For Canadian families, Washington, D.C. is a great international travel destination
- **Strategy:** Leverage nearby location of our neighbors to the North to connect our countries through a pre-planned, educational news freedom road trip promoted to families in Canada
- **Evaluation:** The success of Touring Freedom will be assessed through a summer-long survey, number of tickets sold through the microsite, number of PDF downloads, and social media impressions

EXPAT CAFÉ AT THE NEWSEUM

Expat Café at the Newseum will offer expats living in the metropolitan D.C. area the opportunity to familiarize themselves with American history and culture while building relationships with fellow expats in the community.

- **Key Message:** The Newseum connects people
- **Strategy:** Build community and Newseum loyalty among large existing expat residents through a recurring Newseum event
- **Evaluation:** The success of the Expat Café will be determined by the number of attendees and tickets sold on the microsite, as well as a survey and the number of expats in the Expat Café at the Newseum group on Expat.meetup.com

BUDGET

- **A Day Without: \$10,250**
- **Touring Freedom: A Road Trip Celebrating Press Freedom: \$47,700**
- **Expat Café at the Newseum: \$1,850**

TIMELINE

A DAY WITHOUT

- **March:** Launch digital campaign
- **May:** A Day Without Event on Memorial Day Weekend
- **June:** Launch the post-event video
- **July:** Evaluation

TOURING FREEDOM: A ROAD TRIP CELEBRATING PRESS FREEDOM

- **January:** Secure partnerships with museums
- **March:** Launch campaign
- **June:** Bus tour begins in Toronto, then visits Montreal, New York, and Philadelphia
- **July:** Bus ends tour in D.C. for the Fourth of July

EXPAT CAFÉ AT THE NEWSEUM

- **May:** Launch promo video on YouTube
- **June:** First and second Expat Café
- **July:** Third and fourth Expat Café
- **August:** Fifth and sixth Expat Café
- **September:** Evaluation

WHY KALEIDOSCOPE CREATIVE?

- Commits to create deep connections
- Fosters a valuable, shared experience
- Understands the complexity of international markets
- Listens to needs and wants of audience
- Celebrates the Newseum’s commitment to education on freedom of press and speech



Kaleidoscope Creative,
imagining a world of possibilities.

STRENGTHS

- Attracts and engages visitors of all ages through a wide range of exhibits, programming and community outreach (e.g. Anchorman exhibit for teens and 20-somethings, NBC interactive TV studio for children and families, Berlin Wall exhibit for older demographic)
- Newseum had more visitors in 2013 than any previous year since its opening in 2008, with a 5% attendance increase from 2012
- TripAdvisor ranks the Newseum 4th out of 241 attractions to visit in the Washington D.C. area and reviews on the site give the museum a 4.5/5 star rating
- Strong social media presence (Facebook, Twitter, Instagram, YouTube, Tumblr, Pinterest) with over 27,000 followers on Twitter and an active YouTube channel
- Impressive Yelp review with a 4.5 star rating and over 400 reviews

WEAKNESSES

- Some exhibits are exciting for children like the NBC News Interactive Newsroom, but others include content either too graphic (Pulitzer Prize photographs) or too esoteric for children
- Struggling to cover its costs, revenue has fallen in the last few years. Its parent organization, the Freedom Forum, uses its endowment to provide a majority of the Newseum’s operating revenue, which has declined.
- Newseum ticket prices are high (\$22.95 plus tax for adults, \$13.95 plus tax for ages 7-8, etc.), whereas all of the government-funded Smithsonian museums in D.C. are free
- The Newseum is labeled “too liberal” and an example of corporate propaganda
- Controversy has sparked because of the museum’s decision to layoff 32 of its 152 full-time employees and 80 of its part-time employees

NEWSEUM SWOT ANALYSIS

OPPORTUNITIES

- The space, including theaters and studios, can be used for events, public programs, film screenings, gatherings, performances, etc.
- Civil Rights exhibit “1964: Civil Rights at 50” could introduce more visitors interested in history and the civil rights movement to the museum
- “One Nation With News for All” (coming in May 2014) is a first time partnership with the Smithsonian, bringing the Museum closer to their established family of museums
- “The Boomer List” (September 2014) could attract older visitors (sponsor is AARP)
- Leverage location of Wolfgang Puck’s restaurant, The Source, to help increase guests to visit the museum

THREATS

- Competition with other D.C. museums — ones that are free (Smithsonians) and ones that also charge for admission (Spy Museum — also highly interactive, family-friendly)
- Hamas journalist controversy, which forced the Newseum to “take a side” in the Middle Eastern conflict; controversy may make the museum less appealing to international visitors
- “Anchorman” exhibit furthers critiques that the the museum only looks at commercial news and also may be seen as unserious to news buffs
- The Newseum is less accessible to handicapped visitors and recently faced a lawsuit from the Department of Justice for disability regulation violations

CURRENT PERCEPTIONS

FACEBOOK



- 69,593 likes
- 4.5/5 stars (1,032 ratings)
- 810 talking about the Newseum

We're proud to be partnering with [AARP](#) on a new photo exhibit, coming this fall to the [Newseum](#)!

Observation: The Newseum frequently updates their Facebook page with new information, but rarely asks their audience for direct feedback on this platform.

TWITTER



- 6,784 tweets
- 27,000 followers /649 following



Observation: The Newseum is active on Twitter and responds in a timely manner to questions while encouraging conversation with followers.

PINTEREST



- 35 boards
- 5,289 pins
- 8,945 followers // 195 following

Observation: The Newseum receives very few user comments and repins across all boards; the museum needs to improve active user engagement on Pinterest.

YOUTUBE



- 1,782 subscribers
- 947 total uploaded videos

Observation: The Newseum’s most viewed videos on their YouTube channel include the 1938 “War of the Worlds” radio broadcast (198,601 views) and an interview with Walter Cronkite (62,307 views).

INSTAGRAM



- 1672 followers // 73 following
- 133 posts
- 20 to 100 likes per photo

Observation: Fewer Newseum followers feel compelled to comment on their photos; most number of comments a photo receives is 6, with the average number of comments between 0 - 2.

TRIP ADVISOR



- Ranked #5 out of 241 of Washington, D.C. attractions
- 4.5/5 rating on Trip Advisor
- 2,915 reviews

Observation: TripAdvisor is a great resource for feedback from an international audience. Some of the most recent reviews came from the U.K. & Mexico.

CURRENT PERCEPTIONS

FOURSQUARE



- 9.5/10 based on 1865 votes
- 19,588 total visitors
- 26,413 check ins
- 1,690 user photos posted

Visit the Journalists' Memorial, browse the archives, take a photo of yourself from the balcony with the Canadian Embassy and U.S. Capitol in the background

Saleem K. · July 26, 2009

YELP



- 441 reviews
- ranked 4.5/5 stars

Observation: Overall, reviews for the Newseum on Yelp were very positive. The most critical reviews came from visitors who felt the museum was too commercialized, inauthentic and an inadequate space to hold a large-scale event.

BLOGGER



- Comments on posts written about the Newseum on the Washington Post's blog (<http://wapo.st/1g7AjFW>) & Politico (<http://politi.co/NCPJlz>)

Observation: The comments section under blog posts reveal the most critical opinions of the Newseum. While all other review sites reflect show the Newseum in a positive light, almost all comments on blog posts were negative.

COMPETITOR AUDIT

QUICK FACTS			
NEWSEUM	THE NATIONAL MUSEUM OF NATURAL HISTORY	INTERNATIONAL SPY MUSEUM	BIG BUS HOP ON HOP OFF TOURS
Newseum had more visitors in 2013 than any previous year since its opening in 2008, with a 5% attendance increase from 2012	- Most visited natural history museum in the world - Most visited museum in North America - Part of the Smithsonian Institution	- Privately owned (for-profit) - Offer Spy in the City DC scavenger hunt program	- Largest operator of open-top sightseeing tours in the world - Four DC routes
9 am - 5 pm	10 am - 5:30 pm (extended summer hours)	9 am - 7 pm (summer hours) Closed on Wednesdays	9 am - 6 pm (final departure in summer)
\$22.95/2 days	Free	\$20.95	\$46/full 24 hours
Group rates, 10% off with student ID	N/A	\$7 off with SmartTrip	Free entry to Crime and Punishment Museum with 48 ticket, other free entry promotions (Madam Tussaud's)
2-3 hours	2-3 hours	2 hours	Completely flexible, but usually a full day commitment
TIME COMMITMENT			

COMPETITOR AUDIT

	NEWSEUM	THE NATIONAL MUSEUM OF NATURAL HISTORY	INTERNATIONAL SPY MUSEUM	BIG BUS HOP ON HOP OFF TOURS
LOCATION ON FOOT	20 min from White House 5 min from National Mall 40 min from Lincoln Memorial	20 min from White House - on National Mall 30 min from Lincoln Memorial	15 minutes from White House 15 minutes from National Mall 45 minutes from Lincoln Memorial	Routes pass by White House, National Mall, and Lincoln Memorial
FOOD	Cafeteria in basement as well as The Source by Wolfgang Puck	Atrium Café, Fossil Café (sandwiches, beer), Café Natural (ice cream, coffee)	Spy City Café (sandwiches hot dogs, salads - max price per item = \$10)	None associated with Big Bus
SOCIAL MEDIA	 69K followers  27K followers	 117K followers  167K followers	 12K followers  6K followers	 3K followers
PROS/ OPPORTUNITIES	Most upscale food options	- Largest Smithsonian Museum - Most visited Museum in North America - Free	- Only public museum in the country that dedicates exhibits solely on espionage - One of the more interactive museums in the city	Operates in 16 cities worldwide so company may be more recognizable and comfortable to an international audience
CONS	- Most expensive museum - No language translations for international visitors	Dated website, may be unattractive to international visitors	Farther off the mall than other museums and paid means busy tourists may not make it a top priority	- One of the most expensive of the tourist attractions - Tends to be a full day commitment

* Destination DC 2012 Visitor Statistics

TARGET AUDIENCE OVERVIEW

Our **target audience** includes tourists from the museum’s top targeted international markets including **Canada**, **Brazil** and **China**. These travelers are affluent and will visit Washington, D.C. to experience American culture and traditions. Our audience will be divided into subsections based on type of travel and familiarity with existing content.

TARGET AUDIENCE INFLUENCERS

CANADA



BOB MCKENZIE

Robert “Bob” McKenzie, known in Canada as the TSN Hockey Insider, is a famous Canadian hockey commentator who provides analysis for hockey events globally. He is currently a contributor for NHL on TSN telecasts and usually covers the NHL Entry Draft. McKenzie has a long career in media and has been covering hockey for 30 years. He was editor-in-chief of The Hockey News and a hockey columnist and The Toronto Star. He currently lives less than an hour from Toronto. McKenzie’s long career has made him a trusted influencer to Canadians. From covering five Olympics Games, including the Vancouver 2010 Olympic Winter Games, he has also gained world-wide recognition. Recently, Sports Illustrated placed McKenzie in their top 20 list of the most powerful figures in sports media.

EXPECTED INFLUENCE: Canada is known worldwide as the mecca for hockey. As one of the most famous figures in Canadian hockey, Bob McKenzie is an incredibly influential person in Canada. As a reporter, McKenzie’s fame also relates directly to the Newseum’s content.

CONNECT

 @TSNBobMcKenzie (697,000 followers)

UNITED KINGDOM



PIERS MORGAN

Piers Morgan is a British journalist, television host, and former judge on Britain’s Got Talent and America’s Got Talent. Morgan currently works in the United States for CNN as host of Piers Morgan Live, but has previous worked for Britain’s The Sun, News of the World, and Daily Mirror. He has also written several books.

EXPECTED INFLUENCE: Morgan has reach and visibility worldwide. While he currently resides in the United States, he is still connected with U.K. residents and is a veteran of British journalism. His profession directly links him to the purpose and mission of the Newseum.

CONNECT

 /PiersMorganLive (148,000 likes)

 @piersmorgan (3.9 million followers)

 @piersmorganlive (5,760 followers)

TARGET AUDIENCE INFLUENCERS

MEXICO



CARMEN ARISTEGUI
Carmen Aristegui is the anchor of the new talk show, *Aristegui*, on CNN en Español. *Aristegui* features in-depth talks with Mexican leaders from politics, government, business, literature, and entertainment. Aristegui herself has over fifteen years of experience as an anchor, commentator, and reporter for leading radio and television programs in Mexico. She is a regular speaker at academic forums and political debates in Mexico, and has received multiple awards throughout her career.

EXPECTED INFLUENCE: Aristegui hails from a background in journalism and aligns with the content and purpose of the Newseum. She is extremely accomplished and would be a model advocate for the Newseum. Due to her large following, Aristegui would add credibility and visibility to the Newseum and its international campaign.

CONNECT

 @aristeguicnn (1.68 million followers)



ANA DE LA REGUERA
Ana de la Reguera is a Mexican actress known for her roles in telenovelas, films, and the HBO television series *Eastbound & Down*. Her career began with her role on the telenovela *Azul*. She also appeared on the telenovelas *Pueblo chico*, *infierno grande*, and *Desencuentro*. de la Reguera has been featured in many Mexican commercials and also signed a multi-million dollar CoverGirl contract as one of the official faces of their ad campaign. Currently, she is working on the HBO Latin America series *Capadocia* and is a CoverGirl cosmetics spokesperson.

EXPECTED INFLUENCE: de la Reguera is an international figure and has a huge following on social media. She maintains a very active presence on her social media accounts and is experienced in fan and audience outreach. Her career in television and films, as well as her work with CoverGirl, exemplifies her experience with the media and campaigns. She would be a great source for worldwide attention as well as localized recognition for the Newseum.

CONNECT

 @ADELAREGUERA (1.18 million followers)

 @adelareguera (66,229 followers)

TARGET AUDIENCE INFLUENCERS

BRAZIL



RONALDO DE ASSIS MOREIRA

Ronaldo de Assis Moreira, commonly known as Ronaldinho, is a famous Brazilian soccer player. Ronaldinho became a member of the Brazilian national team that won the 2002 World Cup. Ronaldinho was named twice FIFA World Player of the Year. He’s played for clubs including Brazil, Italy, Spain, and France. He led his FC Barcelona team to a spectacular win in the 2006 Champions League Tournament. Ronaldinho is an inspiration to young football players around the world and is especially influential in his hometown of Brazil.

EXPECTED INFLUENCE: Soccer is deeply interwoven into traditional Brazilian culture and social cohesion. To Brazilians, soccer is much more than a sport-- it is a lifestyle, a religion, a culture and is rooted in people’s lives. As a result, soccer players are considered to be influential figures in Brazilian culture. Ronaldinho is one of the most prominent and talented soccer players in the world. He has worldwide visibility, but also acts as the voice of Brazilian culture and values. Ronaldinho could increase earned media and attention for Brazilian tourists to visit the Newseum.

CONNECT

 /RonaldinhoOficial (13.39 million likes)

 @10Ronaldinho (8.43 million followers)

 @ r10oficial (2,073 followers)



WILLIAM BONNER

William Bonner is a Brazilian newscaster, publicist, and journalist. He is currently both the editor-in-chief and and anchorman of the most-watched Brazilian news program, *Jornal Nacional*, which is aired by Rede Globo. Bonner is 50 years old and lives in Rio de Janeiro. One blog called him “Brazil’s Answer to Matt Lauer.” He has the second highest number of followers in Brazil on Twitter, following only the network he works for, Rede Globo.

EXPECTED INFLUENCE: Bonner’s reputation as the “Brazilian Matt Lauer” makes him the perfect candidate to represent the Newseum in Brazil. His career as a journalist gives him the credibility to advocate for education about journalism and the press. His charisma would translate well to visitors from all over the world.

CONNECT

 /realwbonner (408K likes)

 @realwbonner (5.12 million followers)

 @realwbonner (245K followers)

TARGET AUDIENCE INFLUENCERS

CHINA



HAN HAN

Han Han is a famous Chinese blogger and writer who acts as the unofficial voice for his Millennial generation. His writing is considered rebellious and focuses on issues ranging from the Chinese educational system to the lack of freedom of speech. Han’s blog drove him to celebrity status and featured him as one of Time magazine’s 100 most influential people of 2009. In 2010, CNN interviewed the 27 year-old to highlight his growing celebrity status in China. His attitude is provocative. He encourages citizens to fight for an unregulated and uncensored environment. With an increase in Internet presence, Han’s is only getting more recognition.

EXPECTED INFLUENCE: Han Han would mobilize those who are passionate about freedom of speech in China. His values compliment those of the Newseum, including freedom of speech and the rights of individuals. Han’s challenges and questions China’s authoritarians. He is an inspiration to China’s youth and defines modern success and perseverance in a strict country. His blog could be used to promote Chinese to visit the Newseum and gain a better understanding of his shared beliefs and values.



CARRIE GRACIE

Carrie Gracie is a Scottish journalist currently working for BBC News as the China Editor. In 1987, Gracie joined BBC World Service and has had a long professional career with the organization ever since. Gracie famously revealed her salary on-air in 2009 during the MP’s expenses scandal, and was also commended for returning to BBC in 2012 after seeking treatment for cancer. She was appointed the first editor BBC News in China in December 2013 and is based in Beijing. Gracie is fluent in Mandarin.

EXPECTED INFLUENCE: Gracie represents one of the most reputable and influential news organizations in the world, and will be able to connect with Chinese citizens as she is based in Beijing. Gracie has never shied from sharing aspects of her personal life with her viewers and has been commended by many for her fearless attitude. Her professional career in journalism combined with a relatable personality makes her a great resource for the Newseum.

CONNECT

 @carriejgracie (476 followers)

#ADAYWITHOUT

TARGET AUDIENCE

International students and young adults, ages 18 to 35, specifically visitors from countries with either restricted or no freedom of the press and speech. One possible visitor to A Day Without would be Zhang Wei. This is his story:



ZHANG WEI

📍 Beijing, China

Zhang Wei is a student studying abroad at American University in Washington, D.C. Zhang is 20 years old and studies at Peking University in Beijing, China. Zhang chose American University specifically to attend the Kogod School of Business, concentrating in International Business.

Zhang's family in Beijing are members of the upper socioeconomic class. His father's business in China often does business in the United States, so he has been exposed to American culture from an early age. Zhang studied English during his schooling in China and reads fairly well, but still has some difficulty in conversational English. Zhang had the resources to study abroad and hopes to improve on his English while at American University.

While at American University, Zhang has been interested in exploring all of the activities D.C. has to offer. Zhang first heard of the Newseum from an American classmate. After searching the Newseum online, he was interested in learning more about the American media landscape and how the freedom of the press and freedom of speech in America differs from that in China.

KEY MESSAGE

The Newseum celebrates the freedom of the press.

Several exhibits highlight the media's successes and limitations in various cultures through visual displays like the News and Press Freedom Around the Globe map.

The Newseum displays the front page of every major newspaper in the world thanks to a special agreement with over 800 news outlets.

OBJECTIVES

To establish the Newseum as a center for thought leadership around first amendment rights.

#ADAYWITHOUT

STRATEGY

To increase awareness among international tourists of First Amendment rights in the United States through a visual representation.

TACTIC

- Memorial Day Weekend -- May 24
- Includes a journalism workshop and newspaper display outside of the Newseum; hosted at the Newseum
- Must buy a ticket for the workshop (ticket cost includes #daywithoutshirt), encourage participants on Newseum social
- Media platforms and website to buy a ticket online to guarantee their spot
- On the outside of the Newseum: Freedom of the Press Map + stream of tweets of personal stories of attendees limited to 140 characters with #adaywithout
- Volunteers working the event at the Newseum will wear a #adaywithout shirt encouraging passersby to visit the event at the Newseum
- Have speakers for first 90 min. and then have speakers and Newseum education staff lead breakout sessions with attendees and discuss personal stories

Speaker: Jia-Lynn Yang, staff writer at the Washington Post who covers policy

Speaker: Gene Policinski, chief operating officer of the Newseum and senior VP of the First Amendment Center

Speaker: Han-Han, free speech activist in China

- Video and photos will be taken at event to be used to create digital content to be used in the future to promote the Newseum and its mission

SOCIAL MEDIA



- Example tweets
- Microsite: digital interactive Press Freedom Map, explanation of the day, link to purchase tickets online

Daren Bakst @darenbakst · Apr 1

.@newseum taking workshop on how important it is for the US to have #freespeech. Come join me at #adaywithout

Collapse

↩ Reply

🗑 Delete

★ Favorite

⋮ More

5:09 PM - 2 Apr 2014 · Details

Joanna Chiu @joannachiu · 13h

Incredibly touching event @newseum on the effects of losing our free speech #adaywithout

Collapse

↩ Reply

🗑 Delete

★ Favorite

⋮ More

5:09 PM - 2 Apr 2014 · Details

Rishi Shah @RishiShah · Mar 27

Thanks @newseum for throwing a really moving event – so happy to live in a country that fosters free speech #adaywithout

Collapse

↩ Reply

🗑 Delete

★ Favorite

⋮ More

5:09 PM - 2 Apr 2014 · Details

#ADAYWITHOUT

MEDIA TYPES

- Paid: SEO & promoted Tweets
- Owned: Microsite
- Earned: Pitch DC journalists and bloggers to cover event

RATIONALE

- Watchdog group Reporters without Borders has Ranked China 173 out of 179 countries in its worldwide index of press freedom
- Freedom House gave China a press freedom status of “Not Free” and a press freedom score of 83 out of 100 (where 100 was the worst) in 2013
- According to a Gallup poll conducted in 133 countries, a majority of adults in China believe that media in their country has a lot of freedom. Although aspects of press in China are open, it is ironic that adults believe they live in a country with a free press.

DELIVERABLES



This microsite will feature an interactive global press freedom map modeled after that of the Newseum’s, a live feed of tweets using #ADayWithout, a link for ticket purchasing, and keynote speaker profiles.

On the day of the event, the outside display will show “blacked out” papers to visually represent the countries without press freedom.



#ADAYWITHOUT

MEDIA TARGETS



DC Outlook
Peter Freeman, Blogger
peter@dcoutlook.com



Washington City Paper
Mike Madden, Editor
mmadden@washcp.com



Washingtonian
Benjamin Freed, Local News Staff Writer
bfreed@washingtsonian.com

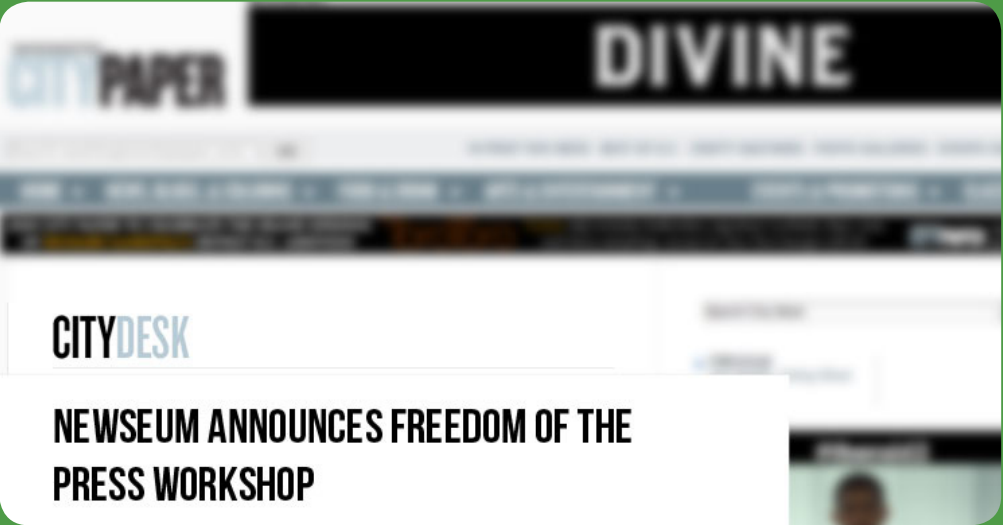


The Washington Post
Petula Dvorak, Local Columnist for Local and Metro News
petula.dvorak@washpost.com

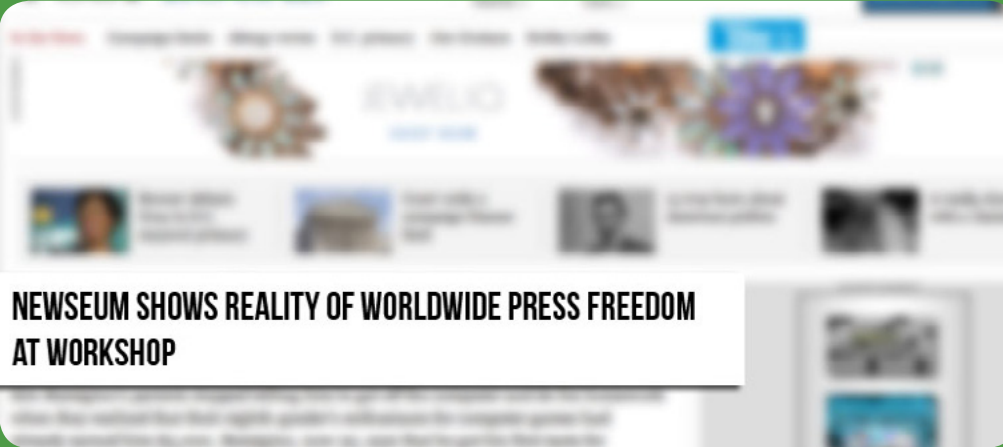


DCist
Kelly Rand, Blogger for Museums, Art, Galleries and Art Exhibitions
kellyrand@gmail.com

EXPECTED STORYLINES



Washington City Paper



Washington Post

EVALUATION

- Total number of media impressions of event coverage
- Number of tickets sold through microsite
- Number of attendees on day of event

Touring Freedom

A ROAD TRIP CELEBRATING PRESS FREEDOM

TARGET AUDIENCE

Canadian families living in metropolitan areas within driving distance of the United States.

One of the families that could participate in the Touring Freedom road trip would be the Taylors. This is their story:



THE TAYLORS

📍 Toronto, Canada

The Taylors are a family of four from Toronto, Canada. With both children on summer break, it is the perfect time to plan a family vacation to Washington, D.C.

Mr. Taylor is a 40 year-old software and mobile developer who makes \$91,000 per year. His wife, Janette Taylor, is a 38 year-old elementary school teacher with a passion for history, who earns \$60,000 per year thanks to her tenure. They have two daughters, Jessica and Marissa, ages 8 and 10, who are obsessed with pop stars like Katy Perry and Lady Gaga. They also spend every minute available watching American television shows on the newly launched Canadian Netflix website.

The Taylors have visited New York City twice before, but this is their first time traveling to D.C. They will make the eight and a half hour drive from Toronto in their Toyota Prius. As subscribers of Travel Zoo, the Taylors received a timely summer promotional offer to the Capitol Skyline hotel in downtown D.C. With an excellent location and pool, it is the perfect hotel for a visiting family of four.

Because the Taylor daughters have an interest in American media and television, the Newseum is a perfect activity to satisfy all family members and keep them entertained. On the walk from their hotel to the Newseum, the Taylors will have the opportunity to see some of D.C.'s most well-known landmarks, including the Capitol and the National Mall.

KEY MESSAGE

For Canadian families, Washington, D.C. is a great international travel destination.

OBJECTIVES

To increase the number of summer visitors to the Newseum from Canada and other major cities along the East Coast.

Touring Freedom: A Roadtrip Celebrating Press Freedom

Strategy

Leverage nearby location of our neighbors to the North to connect our countries through a pre-planned, educational news freedom road trip promoted to families in Canada.

Tactic

The Newseum will partner with other museums in major east coast cities that offer similar exhibits and messaging to the Newseum:

Montreal: Montreal’s Digital Spring Festival

Toronto: CBC Museum

New York: The Paley Center for Media

Philadelphia: National Constitution Center & National Liberty Museum

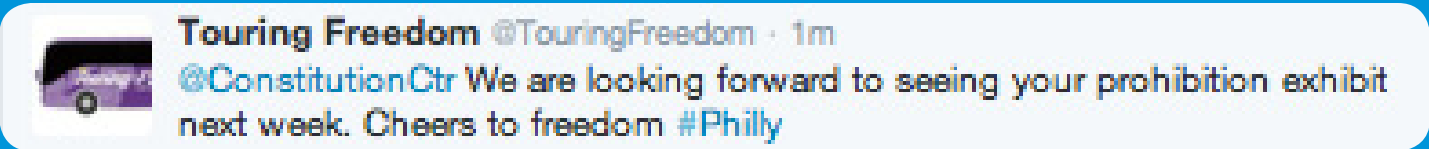
Washington, D.C.: Ends at the Newseum

- Highlight the convenience and ease of having your trip to the U.S. pre-planned and the education aspect
- Build a microsite with a downloadable PDF for the map/next stop
- Also have printed infographic brochures available at each museum
 - Distance to next location, gas price estimate, estimated time needed at the museum, nearby restaurants
- YouTube episodes in different cities created by those driving the Touring Freedom bus — a character will go to each city and introduce the museum

Social Media



- Have an Instagram and Twitter campaign for people to find and post a picture of a shrink wrapped bus to their accounts using “#WheresTheBus”
- YouTube web series of short episodes following a character taking part in the road-trip down the east coast to the Newseum, premiering over the course of the summer



TOURING FREEDOM: A ROADTRIP CELEBRATING PRESS FREEDOM

MEDIA TYPES

- Paid: Paid advertisements and billboards on highways down the East Coast
- Earned: Target key reporters in each of the targeted cities
- Owned: Traveling Newseum wrapped bus/YouTube episodes

RATIONALE

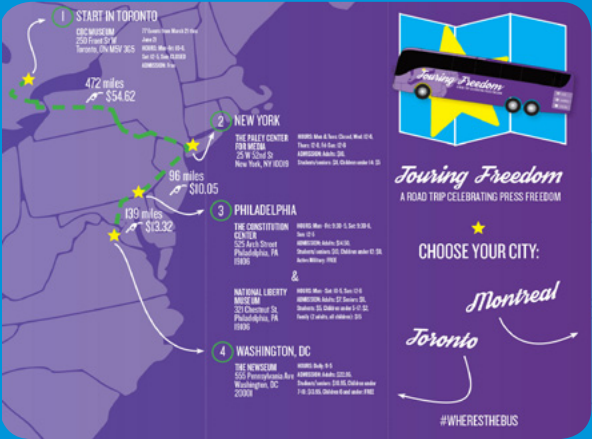
- Canada is by far the leading travel market for the US. Of the 24 million visits Canadians made to other countries in 2006, 16 million (66%) came to the US
- Of the 24 million visits Canadians made to other countries in 2006, 16 million (66%) came to the US (TIA 2007)
- The most frequently visited US destinations for Canadian travelers include New York (33.1%), California (21.7%), and Florida (19.6%)

A roadtrip is the perfect way to bridge this geographic gap.

DELIVERABLES



All deliverables will be branded to fit the Touring Freedom design. The microsite will include webisodes, a link for ticket purchasing, and the downloadable PDF that can be printed into a folding map.



TOURING FREEDOM: A ROADTRIP CELEBRATING PRESS FREEDOM

MEDIA TARGETS



Expatlog (CBC Museum in Toronto)
Aisha Ashraf, Blogger
aisha-a@hotmail.co.uk



Time Out New York (The Paley Center for Media in New York)
Sarah Theeboom, Editor for Local Entertainment Guides
sarah.theeboom@timeoutny.com



Philadelphia Magazine (National Constitution Center in Philadelphia)
Victor Fiorillo, Arts & Entertainment Editor
vfiorillo@phillymag.com

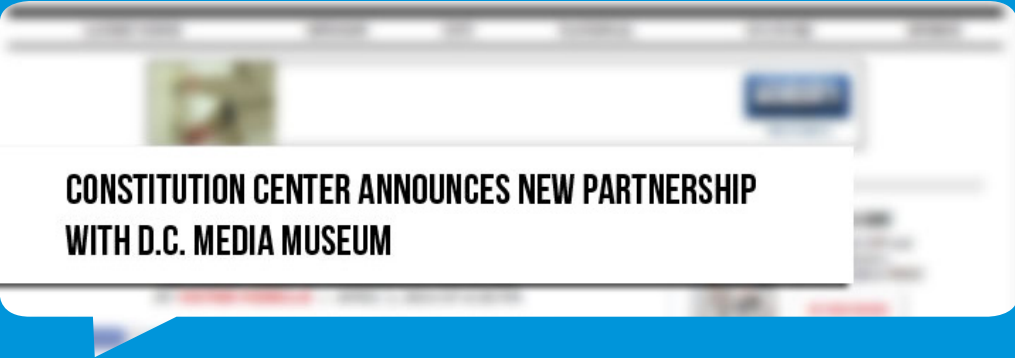


Voir (Montreal's Digital Spring Festival)
Tristan Malavoy-Racine, Editor in Chief
tmracine@voir.ca

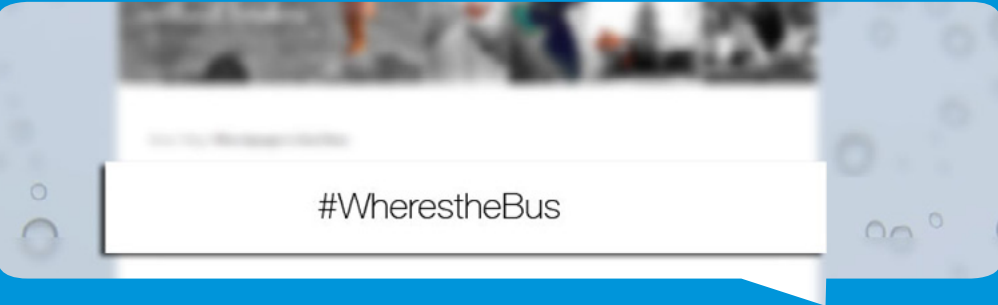


DCist
Kelly Rand, Blogger for Museums, Art, Galleries and Art Exhibitions
kellyrand@gmail.com

EXPECTED STORYLINES



Philadelphia Magazine



Expatlog

EVALUATION

- Summer-long random survey of visitors evaluating where they traveled from to come to the Newseum
- Track number of tickets sold through microsite
- Number of followers on Touring Freedom Twitter account
- Number of tweets using #touringfreedom
- Number of retweets on Touring Freedom account
- Number of tweets and instagram pictures using #WheresTheBus
- Number of PDF downloads



EXPAT CAFÉ AT THE NEWSEUM

TARGET AUDIENCE

The expat community living in the D.C. metropolitan area. One possible attendee for Expat Café is Alessandra Silva. This is her story:



ALESSANDRA SILVA

📍 Sao Paulo, Brazil

Alessandra Silva is a 25 year-old businesswoman from Sao Paulo, Brazil. She moved to D.C. in the last year and was hired as the Director of Communications for the Brazilian Embassy. She has an estimated annual income of \$65,000 and she is single.

After moving to D.C., Alessandra feels like she is finally settling in but longs for a greater sense of community. Being away from her family and friends is difficult, and she is looking for a way to meet new people in the city. Alessandra enjoys actively participating in ex-pat events and meet ups. She would love to explore the city further with this newfound group of friends.

The Newseum offers exhibits that will help Alessandra familiarize herself more with American history and culture.

KEY MESSAGE

The Newseum connects people.

After visiting the Newseum, attendees will have a greater understanding of American news, history and culture through interactive exhibits covering both national and international events in history.

OBJECTIVES

To introduce a new visitor population to the Newseum by creating a gathering spot for the Washington, D.C. Expatriate community.

EXPAT CAFÉ AT THE NEWSEUM

STRATEGY

Build community and Newseum loyalty among large existing expat residents through a recurring Newseum event.

TACTIC

- Expat.meetup.com advertises Coffee Morning event on website and promotes buying tickets online beforehand to be able to get there and go
- Expats have coffee on Sunday morning twice per month from 9-10:30am; then tour Newseum as a group from 10:30am-12:30pm; tour finishes in the Café
- Have newspapers laid out from all different countries
- Expats can then tour the rest of the Newseum on their own if they wish

SOCIAL MEDIA



- Facebook meetup groups & ex-pat groups

MEDIA TYPES

- Paid: Pay for ads in community newspapers and publications
- Owned: Video of interviews
- Earned: Target bloggers and the expat meetup websites and groups

RATIONALE

- According to HSBC “Expat Explorer” data, the United States is ranked 24th out of 37 countries for expats to make friends in and ranked 25th for social life. This suggests that building a community is a common problem for expats living in the United States.
- According to expatmarketing.com, the US has the largest population of highly skilled foreigners in the world, estimated to be about 3 million in 2011

PRIMARY RESEARCH TAKEAWAYS

- Expats were generally somehow involved in the international community and all were interested in more ways to get involved
- Expats showed an interest in getting to know international people from all over the world, not just their home country
- Some also expressed a desire to be with people who had similar backgrounds
- Expats mentioned that happy hours are the primary way that international groups meet up. Some mentioned wanting an alternative, or that friends lost interest doing the same things and end up staying home.

EXPAT CAFÉ AT THE NEWSEUM

DELIVERABLES



An online advertisement for the Expat Café meet up.

PRIMARY RESEARCH



MEET RILIND
KOSOVO

“D.C. is a very international city, so I think the more people there are to meet people from all over is a good idea and welcome.”



MEET ALEX
BRAZIL

“I don’t really think that Brazilians are museum type of people, so if you want Brazilians to come, you’re going to need to bring some music.”



MEET TESSA
ITALY & SWITZERLAND

“I’d like to get involved, preferably something on the week-ends. But something a little bit cosier, more intimate, where I can actually talk with people one-on-one and have



MEET CHRIS
ONTARIO

“It’s always fun to get together and to be able to talk about commonalities, but also talk about home and other inter-national things.”

EXPAT CAFÉ AT THE NEWSEUM

MEDIA TARGETS



Washington Chinese News
Yen Lin, Editor
news@wchns.com



The Washington Post
Alex Baldinger, Weekend Staff Writer for Calendar & Events
alex.baldinger@washpost.com



WTTG-TV (FOX affiliate)
Maureen Umeh, Weekend Reporter
maureen.umeh@foxtv.com

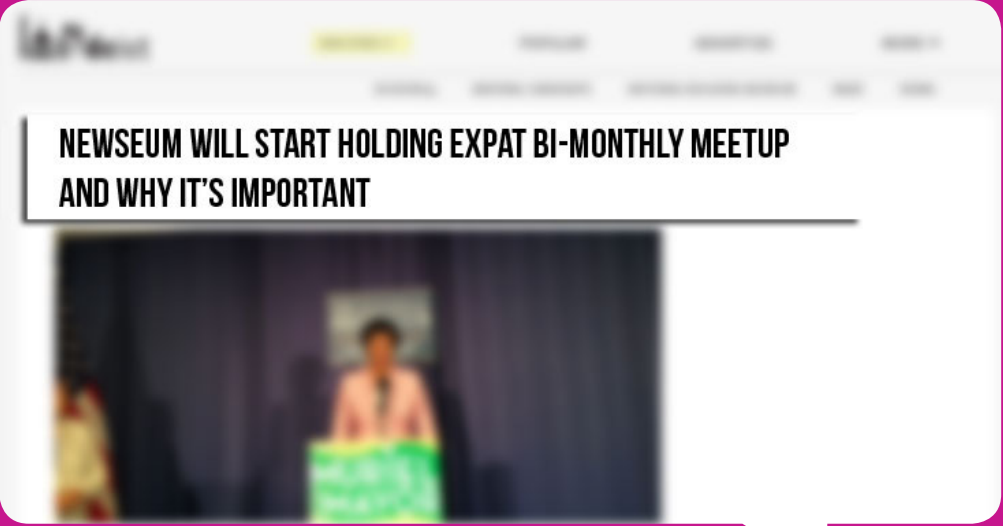


We Love DC
Patrick Pho, Blogger
ppho@welovedc.com



DCist
Kelly Rand, Blogger for Museums, Art, Galleries and Art Exhibitions
kellyrand@gmail.com

EXPECTED STORYLINES



DCist

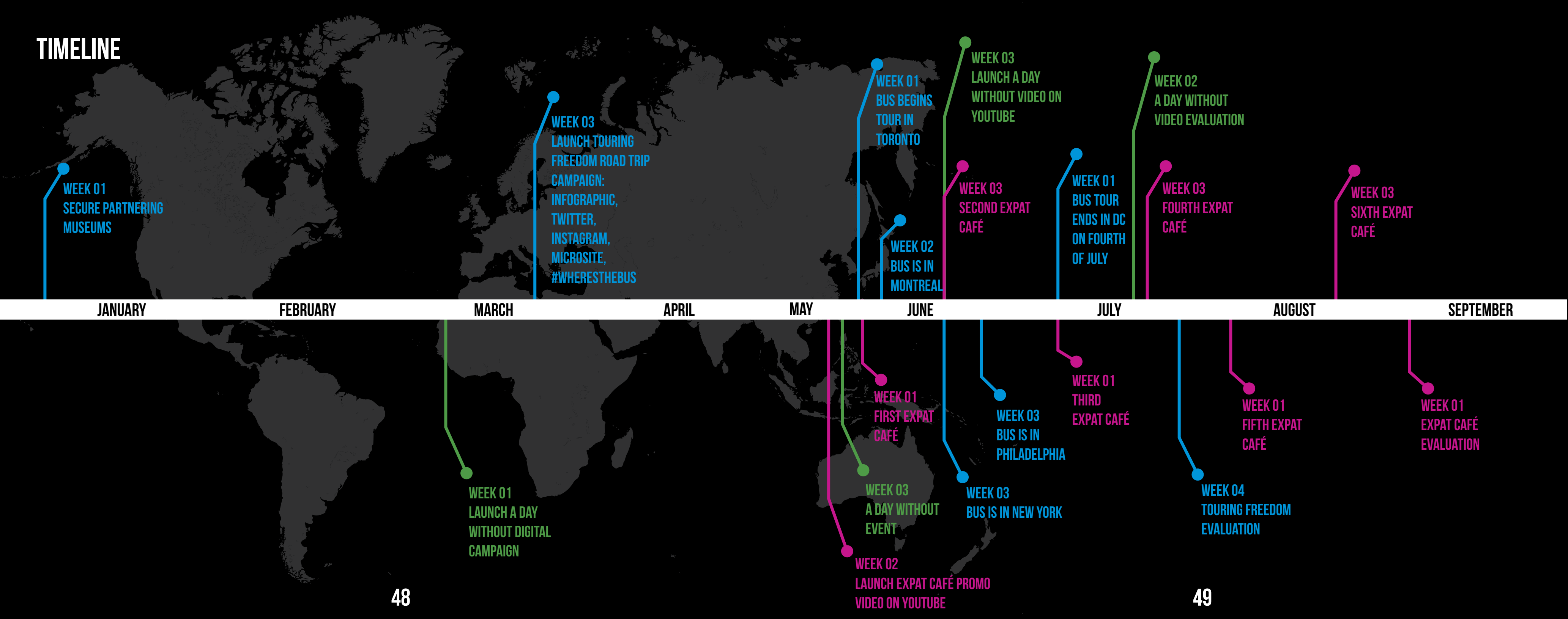


We Love DC blog

EVALUATION

- Number of attendees at Expat Café
- Percentage of tickets sold online for the Expat Café mornings prior to visit
- Survey distributed after the event encouraging suggestions and comments to keep the event fresh
- Number of expats who join the Expat Café at the Newseum group on Meetup.com

TIMELINE



BUDGET

A DAY WITHOUT

	OOP Expenses	Vendor/Agency Fees	
SEO	--		
Staff Volunteers	--	\$150	
Jia-Lynn Yang (Speaker)	\$300		
Gene Policinski (Speaker)	--		
Han-Han (Speaker)	\$3,000		
Photographer/Videographer	\$650		
Freedom of Press Map	\$1,200		
Labor and AV Technicians	\$250		
Labor for Microsite	--	\$2,500	
T-Shirts (100)	\$1,200		
Food for Event	\$1,000		
			Grand Total: \$10, 250

TOURING FREEDOM

	OOP Expenses	Vendor/Agency Fees	
SEO	--	\$150	
Social Media	--	--	
Labor for Microsite	--	\$2,500	
Infographic Brochures	--	\$400	
Production & Cast for YouTube series	\$2,000	--	
Bus	\$30,000	--	
Advertisements/Billboards	\$7,000	--	
Photographer/Videographer	\$650	--	
			Grand Total: \$47,700

EXPAT CAFÉ AT THE NEWSEUM

	OOP Expenses	Vendor/Agency Fees	
SEO	--	\$150	
Online Advertisements	\$300	--	
Print Advertisements (community newspapers)	\$200	--	
Coffee & breakfast	--	\$1,200	
			Grand Total: \$1,850

NOTES

