

Event, Marketing & PR Highlights

January - April 2014

Event Recap MLK Day

The Chicago History Museum commemorated the life and legacy of Dr. Martin Luther King Jr. on Monday, January 20th. This family-friendly event incorporated spoken word, performance, and craft activities that reflected Dr. King's messages of peace and justice. The day featured The MLK Project: Fight for Civil Rights, a performance by Writers Theater. Families and attendees also enjoyed interactive storytelling, musical performances by the Chicago Chamber Choir, a re-enactment of the famous "I Have a Dream" speech, and kids' crafts.

Media Coverage









Chicago History Museum



Events listed are all Monday, Jan. 20, 2014. They range from the Chicago History Museum and the Du Sable Museum of African American History to the Chicago Sinfoniatta at Symphony Center and the Whiston Christian Center in Carol Shoam

The Chicago History Museum celebrates from 10 a.m. to 3.p.m. with family activities, crafts, music and the Wilters' Theatre production of The Figit for Civil Figrits' For specific times end more information visit.

Chicago History Commemorative Days or cell 773-576-7245 The Chicago History Museum is at 1801 N. Clark St. Chicago, t. 60614.



† King Day will be commemorated on Monday at the Chicago History Museum, 1601 N. Clark St. in Chicago, with a full schedule that includes a choral performance and reenactments of King's "I Have a Dream" and Nobel Prize acceptance speeches. Admission is \$14 for adults, \$12 for ages 13 to 22, and free for children age 12 and younger.

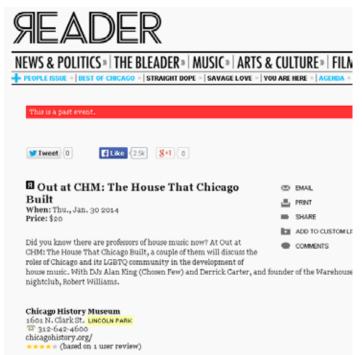
Event Recap Out at CHM: The House that Chicago Built

The Chicago History Museum's program series exploring LGBT issues kicked off its eleventh season with Out at CHM: The House that Chicago Built on January 30. DJ Alan King of Chicago's legendary DJ crew The Chosen Few discussed house music's continuous transformation with Monica Hairston O'Connell, Executive Director of Columbia College Chicago's Center for Black Music Research, and Micah Salkind, a Brown University historian. Special guests included Robert Williams, founder of The Warehouse, and Derrick Carter, American house producer and DJ.

The event began with an open bar cocktail reception and live DJ set by King. At 6:30 P.M., O'Connell lead the panel discussion on diversity in house music spaces, the progression and impact of house music, and the musical community in Chicago. The speakers riveted the crowd with their personal memories of house music's development in Chicago, and participated in a lively Q & A session. Another live DJ set by King with dancing attendees finished off the evening.















Marketing

Paid advertising for The House that Chicago Built included two half page print ads in the Windy City Times, with accompanying online banner ad. We also printed and distributed 70 posters and 3,000 handbills along Direction Tour Marketing's LGBT route, which includes businesses in Boystown, East Lakeview, Edgewater and Andersonville.

Free advertising included listings in ChicagoPride.com, Windy City Times, Metromix, 5 Magazine, and The L Stop. The Center on Halsted also helped promote the event to their network. The event was featured at CHM in the winter calendar and promoted on site via an elevator poster, café signage and the interior flat screens.





Banner Ad

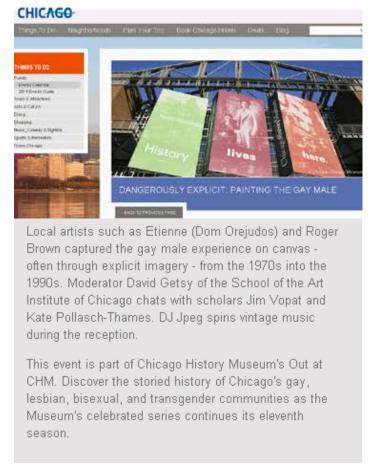
Event Recap Out at CHM: Dangerously Explicit

The Chicago History Museum's program series exploring LGBT continued its eleventh season with Dangerously Explicit: Painting the Gay Male Experience on March 27. Moderator David Getsy of the School of the Art Institute of Chicago chatted with scholars Jim Vopat and Kate Pollasch- Thames about local Chicago artists such as Etienne (Dom Orejudos) and Roger Brown, who explored the gay male experience through art from the 1970s to 1990s, often featuring explicit imagery.

Dangerously Explicit began with an open bar cocktail reception and live DJ set by DJ Jpeg, followed by Getsy, Vopat, and Pollasch-Thames taking the stage for their discussion.

The speakers highlighted Etienne, one of the most widely published and recognizable artists of gay male erotic art, and Brown, a "Chicago Imagist" and public mural artist. Pollasch-Thames researched and curated an exhibition about Brown's sexuality in his career, after working as a curatorial assistant at the Roger Brown Study Collection. David Getsy is the Goldabelle McComb Finn Distinguished Professor and Chair of the Department of Art History, Theory, and Criticism at the School of the Art Institute of Chicago.

Media Coverage







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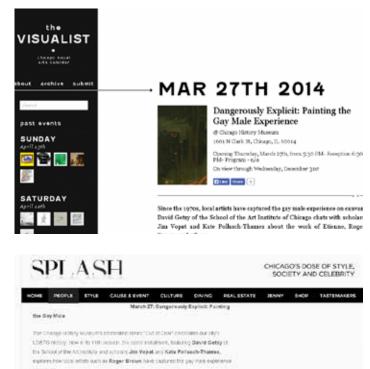
Dangerously Explicit begins at 5:30 p.m. with an open bar cocktail reception and live DJ set by DJ Jpeg, follor Getsy, Vopat, and Pollasch-Thames taking the stage at 6:30 p.m. for their discussion. The event is \$20, and members and students. The next Out at CHM event is Lesbiangraphy. Lesbians and Sex on May 9.

Out at CHM is supported by gifts from Robert Kohl and Clark Pellett, from Dr. Raymond Crossman, and with additional support from River North Beverages. For more information on the Out at CHM series and other CH History Museum programs, events, and exhibitions, please visit chicagohistory.org or call 312,642,4600.

The Chicago History Museum, a major museum and research center for Chicago and American history, is to at 1601 N. Clark Street. Admission to the Museum is \$14 adults with audio tour. \$12 seniors/students with au-







Time #20 p.m. recruiture il 30 program

Marketing

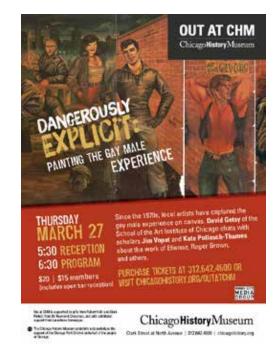
Paid advertising for Dangerously Explicit and Lesbianography, the final program in this season's OUT series, included four quarter page print ads in the Windy City Times, with accompanying 4 weeks of online banner ads. We also printed and distributed 70 posters and 3,000 handbills along Direction Tour Marketing's LGBT route, which includes businesses in Boystown, East Lakeview, Edgewater and Andersonville. A weekly spot on WCPT's Out Chicago radio program, rounded out the promotion of the event.

Free advertising included listings in ChicagoPride.com, Windy City Times, Metromix, 5 Magazine, The L Stop, TimeOut, The Local Tourist, Visualist, and Art Slant. The Center on Halsted also helped promote these events to their network. The events were featured at CHM in the spring calendar and promoted on site via the interior flat screens.



PURCHASE TICKETS AT 312.642.4600 OR VISIT Chicago History Museum CHICAGOHISTORY.ORG/OUTATCHM Clark Street at North Avenue | 312.642.4600 | chicagohistory.org

The Chicago History Museum gratefully acknowledges the support of the Chicago Park District on behalf of the people of Chicago



Windy City Times ad (not at scale)



Banner ad

Chicago History Museum

Event Recap Day of Remembrance and Presidents' Day

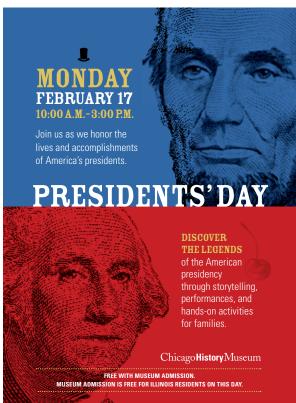
CHM commemorated the Day of Remembrance on Sunday, February 16 and Presidents' Day on Monday, February 17 with public programs, activities, and more. The Day of Remembrance program honored the Americans of Japanese ancestry who were incarcerated during World War II. Presidents' Day celebrated the accomplishments and legacies of the nation's leaders with crafts, music, activities, and storytelling. Both programs were free with Museum admission, and Museum admission was free for Illinois residents on both days.

Chicago's Japanese American community came together for the Day of Remembrance program, beginning with a reading of Executive Order 9066, which led to the forced incarceration of 120,000 Japanese Americans. The program offered visitors the opportunity to reflect on the effects of racism and wartime hysteria, as well as their own constitutional rights.

Visitors discovered the leaders behind the legends with activities on Presidents' Day. Abraham and Mary Todd Lincoln were on hand to greet families, who also enjoyed kids' crafts, face painting, and folk song performances. The Chicago Brass Band's Vintage Brass Ensemble presented The Lincoln Program concert, and the Museum Café featured some favorite presidential dishes with Plate of the Union.

Marketing

We promoted the Presidents' Day events at the Museum with on site signage included the elevator, the flat screens and cafe signs.



Chicago History Museum

Event Recap Maritime Festival

The 12th Annual Chicago Maritime Festival, held February 22, 2014, served almost 3,000 people with activities at the Chicago History Museum. There were 39 programs or performances presented by over 45 individuals and organizations from the Chicago Area, around the country, and across the ocean. During the daytime, visitors discovered the city's diverse maritime heritage with seminars, demonstrations, and workshops. The evening featured musical performances by acclaimed performers at the Maritime music concert.

Media Coverage











Tribute to activist Ralph Frese at the Chicago Maritime Festival

By Susan Johnson

Copy Editor

The Illnois Padding Council wishes to pay tribute to its late founder, Raigh Frese, at the Chicago Martime Festival to be held Saturday, Feb. 22, at the Chicago History Museum, 1601 N. Clark St., Chicago Daytime activities are from 10 am to 430 p.m., and an evening concert will be from 7 to 10:30 p.m. Tickets may be ordered from the website, listed below.

The festival itself has an illustrious history. According to its website (www.chicagomantimefestival.org), the first Chicago Maritime Festival was held in 2003 it "promotes awareness about and fosters connections between the maintime community and around Chicago through the state of







Maritime

Festival

For over a decade the Chicago Maritime Festival has presented the most diverse maritime program in the Great Lakes featuring concerts, seminars, workshops, and an outreach program to area schools, libraries, and senior centers that serves 2,000-4,000 each year. Subjects include shippereck diving, sea shanties, model boats for kids, safety at sea, weather, marine art, and much more. It is held at the Chocago History Museum and offers programs in multiple locations year round, sww.chicagomaritimefestival.org. Tickets are available on line at the website.

Daytime Activities: 10 am- 4130 pm; Evening Concert of Maritime Music: 7-10330 pm.



home of the Sun-Times blog



Feb. 22: Chicago Maritime Festival, Chicago History Museum

Event Recap Chicago's 177th Birthday

The Chicago History Museum hosted a "four-star day of fun" with Chicago-style activities for the whole family throughout the day. Visitors connected to our city by participating in the Chicagoan Connect chain art project and discovered the meaning of the Chicago flag's four stars on 30-minute tours.

Media Coverage

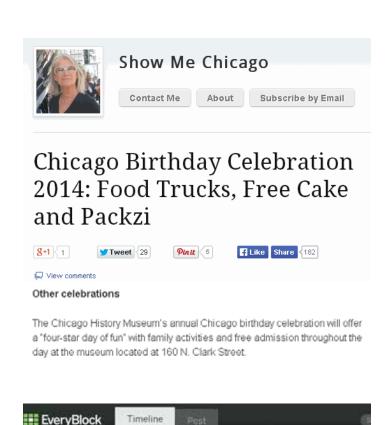


Other celebrations being held on March 4 include the Chicago History Mus "four-star day of fun" with Chicago-style activities for the whole family throu the day at the museum located at 1601 N. Clark Street. Connect to our cit; participating in the Chicagoan Connect chain art project or discover the me of the Chicago flag's four stars on 30-minute tours. For complete details, vic chicagohistory.org.

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Other celebrations being held on March 4 include the Chicago History Museum's "four-star day of fun" with Chicago-style activities at the museum, located at 160 N. Clark Street.



Daley Plaza Party to Mark City's 177th Birthday

Published by NBC Chicago



Marketing

To help promote the City's Birthday as a free day at the Museum, we employed guerilla marketing tactics to distribute 250 flyers and 500 buttons at the City Birthday Celebration at City Hall.



Flyer (front side)



Flyer (reverse side)

GETTING HERE

CHICAGO HISTORY MUSEUM

1601 North Clark Street (Corner of Clark Street & North Avenu

PUBLIC PARKING

Located at Clark and LaSalle Streets; enter on Stockton Drive. Discounted parking validation available.

- C1

The Museum is easily accessible via public transportation. For travel information, call 312.836.7000 or visit transitchicago.com

Event Recap

Premiere of Railroaders: Jack Delano's Homefront Photography

The Chicago History Museum and Center for Railroad Photography and Art present Railroaders: Jack Delano's Homefront Photography, an exhibition revealing the humanity, heroism, and diversity of the Chicago railroad community whose work was instrumental to the war effort during World War II. In 1942, photographer Jack Delano was tasked by the federal government to capture images of the rail community to rally support for the war effort. The result was three thousand images, many of which highlight Chicago's primacy to the North American rail network. The dignity of everyday work and the stories of individual railroaders and their descendants are explored in more than 60 photographs by Delano. The exhibition will be open at the Chicago History Museum April 5, 2014 through August 10, 2015.

The opening of Railroaders on April 5 was celebrated with folk music and family activities, and NPR's StoryCorps was on hand to record stories from the railroaders' descendants.

Media Coverage





Railroaders

Opens 4/5

In 1942, the U.S. Office of War Information commissioned Ukrainian-born photographer Jack Delano to capture the work of railroad men. See more than 60 of his now-iconic black-and-white photographs here.

\$12 to \$14. Chicago History Museum, 1601 N. Clark. chicagohs.org

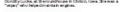




-MUSEUMS-

"They really speak to this notion of Chicago as being a working person's town."







THE RAIL DEAL

WWII-era train hard day's work in the vard

'Railroaders: Jack Delano's Homefront Photography'

Tickets: Included ingeneral admission, \$12-\$14; free ages 12 and under.



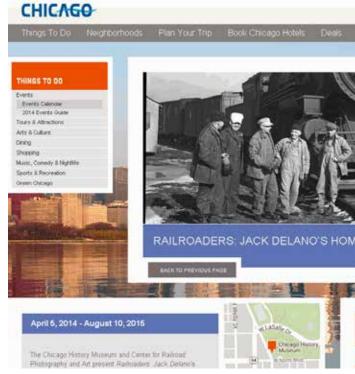
Home | News | Eusiness | Sports | A&E | Life & Style | Opinion | Real Estate | Cars | John

Railroaders



Chillicothe Times-Bulletin





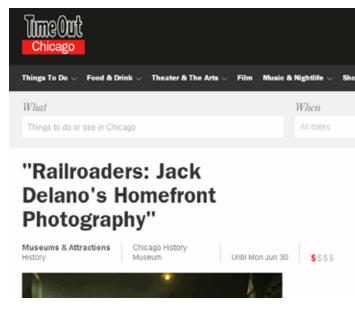














Marketing

Paid Advertising for Railroaders: Jack Delano's Homefront Photography included the purchase of a "brand train" on the CTA Brown Line. We occupied 20 cars along the Brown Line, each of which was entirely canvassed in messaging "Chicago Rail Stories". Each car included fourteen 46.5 x 11" signs, two 30 x 30" Michelangelos on the interior roof of the car, and two 21x22" posters at the exit.

Advertising efforts also focused on monthly niche publications like Railfan and Railroad, North-Western Lines and Trains, in addition to the quarterly publication, Classic Trains. The advertising in these publications assumes an integrated marketing approach that includes print ads, as well as web banners and eblast content.

On site messaging includes a Chicago Rail Stories handout that directs visitors to the many rail-road artifacts located throughout the Museum, as well as flat screen, elevator and cafe signage.







L CAR NO.1

Located in Chicago: Crossroads of America, 2nd Floor

Climb aboard the last remaining car from Chicago's first fleet of elevated rail cars.

ACROSS THE CONTINENT

Located in Chicago: Crossroads of America (City on the Make), 2nd Floor

Learn how Chicago knit an extensive network of waterways and railroads to become America's rail capital.

THE PIONEER

Located in Chicago: Crossroads of America (City on the Make), 2nd Floor

Conduct the secondhand locomotive that launched Chicago into a new era of industrialism.

RAILROADERS: JACK DELANO'S HOMEFRONT PHOTOGRAPHY

Located in the Green-Field Gallery, 2nd Floor

Meet the men and women who hustled on the rails, in the stations, and at the yards during World War II.

*This exhibition is presented in partnership with the Center for Railroad Photography and Art in Madison, Wisconsin.

FACING FREEDOM

Located on the 1st Floor

Discover a day in the life of a Pullman Porter and learn how union leaders challenged racism.

PLUS MUCH MORE!

Chicago History Museum

Clark Street at North Avenue | 312.642.4600 | chicagohistory.org

ILLINOIS

CHICAGO HISTORY MUSEUM

1601 N. Clark Street



Climb aboard the first L car, conduct the Pioneer, and see *Railroaders: Jack Delano's Homefront Photography*, an exhibition revealing the humanity and heroism of the World War II-era Chicago railroad community. From the Pullman Porters to the Union Stock Yard, explore the city's railroad history at the Chicago History Museum. Remember: kids 12 and under are always free!

www.chicagohistory.org

312-642-4600

Chicago

Classic Trains Directory of Tourist Railroads and Museums



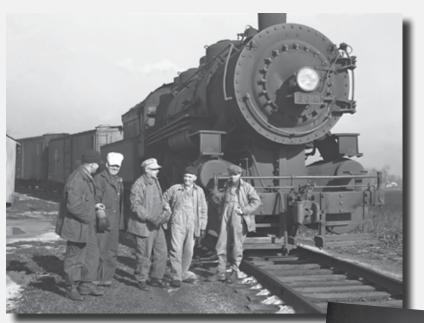
Half page ad appearing in Railfan & Railroad, Trains, and Classic Trains



Web Banner for Railfan & Railroad

Chicago History Museum Exhibition

Railroaders: Jack Delano's Homefront Photography





Documenting the Rail Industry and its Workers During World War II



On Display April 5, 2014 through August 10, 2015

Chicago History Museum Location: 1601 N. Clark Street

Indiana Harbor Belt conductor Daniel Sinise, at left, with his crew and locomotive in Riverdale, Illinois, in February 1943. Next to Sinise is fireman Edward Kletecka and engineer Floyd Gwinner is in the middle. Brakemen Edward Albrecht (right of Gwinner) and John McCarthy (far right) round out the crew. —Photo by Jack Delano

Jack Delano's wartime railroad photographs (created in 1942-43) reveal the humanity, heroism, and diversity of an important community of workers — railroaders.

This exhibition features more than 60 photographic prints and other artifacts from World War II that reveal Chicago's primacy within the railroad industry. Delano, who was assigned to document the nation's railroads for the Farm Security Administration-Office of War Information, captured the vastness and scale of the industry. The images portray both the excitement and boredom of the work and ultimately cast the subjects as heroes who exemplify the sacrifice and work ethic necessary to secure American victory.

Railroaders also features modern portraits of the descendants of the subjects in Delano's photographs Sound bites of interviews are included in the exhibition.

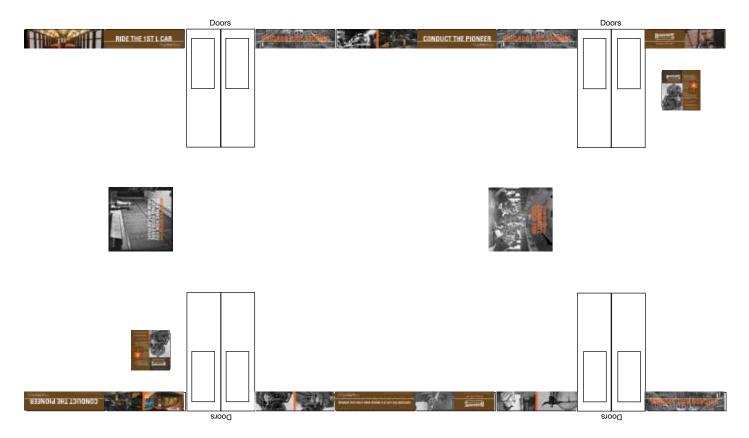


Above: Chicago Union Station.

Left: Proviso roundhouse worker William London. —Photos by Jack Delano

More Than 60 Images Plus Artifacts and Interview Sound Bites

For more information, visit www.chicagohistory.org and www.railphoto-art.org



Schematic for CTA Brand Train & Associated Creative (below)





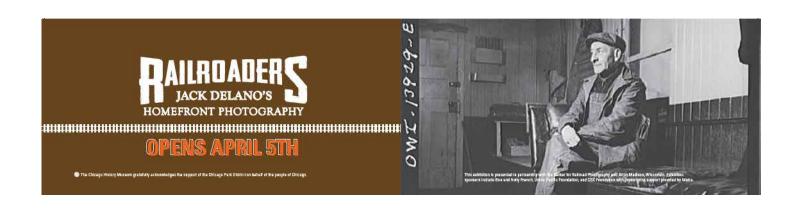




Chicago History Museum
Clark Street at North Avenue | chicagohistory.org







DISCOVER THE LIFE OF A WORLD WAR II-ERA RAIL WORKER

 $Chicago \textbf{History} M useum \\ \text{Clark Street at North Avenue } \mid \text{chicagohistory.org}$















In 1942, the Office of War Information issued photographer Jack Delano a new assignment: document "railroads and their place in American life." Featuring over sixty of Delano's images, *Railroaders* invites you to meet the men and women who hustled on the rails, in the stations and at the yards.

OPENING DAY

SATURDAY, APRIL 5
10:00 A.M.—3:00 P.M.
Free With Museum Admission
Celebrate the opening
of Railroaders with
folk music and
family activities.

KIDS 12
AND UNDER
ALWAYS RECEIVE
FREE
MUSEUM ADMISSION!

FAMILY NIGHT: ALL ABOARD!

FRIDAY, APRIL 11 6:00–9:00 P.M.

\$10 Adults/\$5 Members/\$5 Children Designed for families with children ages 12 and younger.

Listen to live folk music, play train bingo, create a railroad lantern, and more. A family photo booth and trackless train rides highlight this unforgettable family night!

FOR MORE *RAILROADERS* PROGRAMMING, VISIT CHICAGOHISTORY ORG

Chicago History Museum

Clark Street at North Avenue | chicagohistory.org

This exhibition is presented in partnership with the Center for Railroad Photography and Art in Madison, Wisconsin. Exhibition sponsors include Bon and Holly French, Union Pacific Foundation, and CSX Foundation with promotional support provided by Metra

Event Recap One Love Wedding Event

The Chicago History Museum welcomed same-sex couples to One Love, an upscale wedding event that featured some of the city's top wedding vendors on Thursday, April 10. One Love, presented with Greatest Expectations Special Events & Weddings Inc. and media sponsor Equally Wed, provided same-sex couples the opportunity to view, sip, and sample offerings from Chicago's top wedding vendors at an elegant event. The event included products from Halsted Vodka and Biagio Cru & Estate Wines' Égalité sparkling wine, both of whom donate a percentage of their profits to the LGBT community. Blue Plate, Berghoff Catering and Restaurant Group, Food For Thought and Jewell Events Catering provided catering samples at One Love. Other vendors such as Frost Lighting, Amy Beck Cake Design, Glazed and Infused, and Magnificent Milestones, amongst additional vendors, featured their products at One Love.





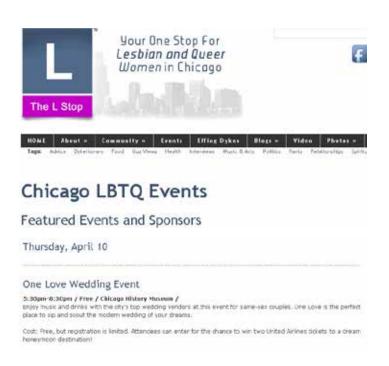


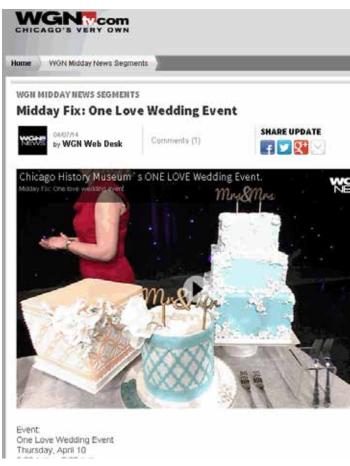




Chicago History Museum hopes to make that process easier.

On Thursday night it transformed for its One Love Wedding Event inviting 300 same sexcouples and 18 of the city's top wedding vendors, including Fragrant Design floral and event decor.









One Love Wedding Event. Thurs Apr 10, 5:30pm, Chicago History Museum, FREE Details. Enjoy great music and even better cocktalls with some of chicagoland's greatest wedding vendors. This event celebrating same-sex couples will be the perfect place to scout the modern wedding of your dream.

http://chicagofistory.org/pianavsit/upcomingevents/one-love-wedding-event





Marketing

Paid advertising for the One Love Wedding Event included a full page ad in the Windy City Times' first-ever wedding planner for LGBT couples. The ad was then adapted to distribute electronically by the event's participating vendors to their external networks.

On site marketing included flyer distribution and promotion on flat screen signage.





Email Jpeg and Flyer with complete list of vendors/participants