

ChicagoHistoryMuseum

MARKETING ROUND-UP January–March 2017

A publication of the External Relations Division


JAN
15, 24, 31

Chicago Voices



In partnership with the Lyric Opera, CHM celebrated Chicago's storied vocal history and the pioneers who have contributed to Gospel, Classical and Hip-hop music genres through a series of panel conversations, performance interludes and Q&A sessions

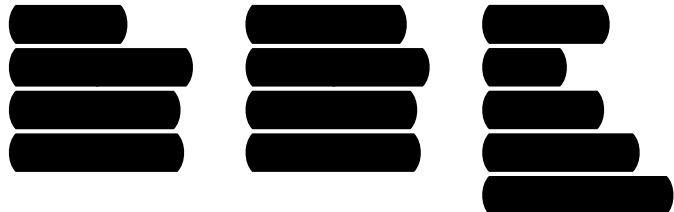



We targeted segments of our email distribution lists based on interests, as well as reaching out to partner organizations whose audience base matched our target market for each of our Chicago Voices Talk events.



Social Media

We utilized Facebook to get our message out to our audience as well as that of the Lyric Opera. We also deployed several different versions of sponsored posts and boosted events based on demographic information, interests and specific locations in order to tailor our messages to targeted audiences.



Top Press Mentions

[Art, armor and eclipses: Winter museums preview](#)

Chicago Tribune

1/4/17

Opera meets hip-hop (by way of history): Chicago History Museum and Lyric Opera of Chicago's civic engagement program, present Chicago Voices Talk...

[Tuesday: Eat. Drink. Do](#)

Redeye

1/31/17

Ayana Contreras, host of Vocalo's "Reclaimed Soul," moderates a panel discussion on Chicago's impact on hip-hop...

[10 Things to Do This Weekend: Jan. 12-15](#)

WTTW Chicago Tonight

1/11/17

Ayana Contreras, host of Vocalo's "Reclaimed Soul," is moderating a panel of music experts, historians and live performers at the Chicago History Museum...

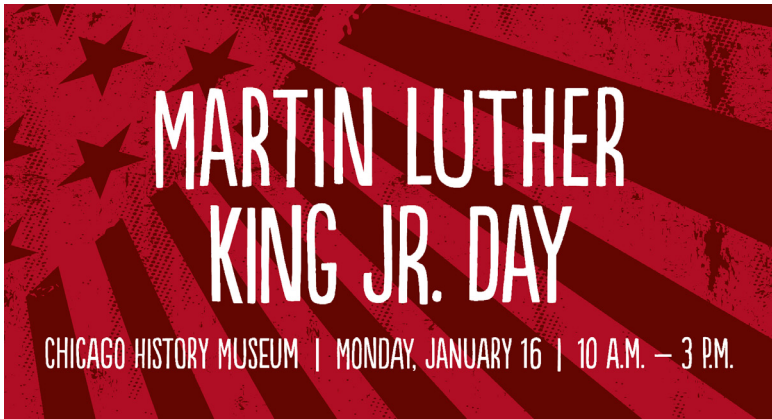
["High Priestess" or "Master of an Art of Singing"? Changing the Conversation about Mahalia Jackson](#)

WFMT

1/11/17

Mahalia Jackson is undoubtedly one of the most influential singers of the 20th century...

JAN 16 | Martin Luther King Jr. Day



EVENT ATTENDANCE

- [REDACTED]
*This was record breaking attendance.

CHM commemorated the life and legacy of Dr. Martin Luther King Jr. through theatrical and Musical performances, crafts for kids, and storytelling. Museum admission is free for Illinois residents on commemorative days.

Email

We targeted segments of our email distribution lists based on interest in family activities and programming as well as reaching out to partner organizations .



Social Media

We deployed several different versions of sponsored posts and boosted events based on demographic information, interest in history, family-friendly activities, education and civil rights.



Top Press Mentions

[Things to do with the kids Jan. 16-22](#)

Chicago Tribune

1/19/17

MLK Day at the Museum featured in Sunday's print edition of the Chicago Tribune.

[10 Things to Do This Weekend: Jan. 12-15](#)

WTTW Chicago Tonight

1/11/17

MLK Day at the Museum selected as a weekend pick.

[King Celebrated In 'MLK Project' At Chicago History Museum](#)

DNAinfo

1/16/17

A feature story on the Museum's MLK event. Performers at the Chicago History Museum...

[King Day 'Men of Courage' goal: Changing narrative on black men](#)

Chicago Sun-Times

1/15/17

MLK Day at the Museum highlighted in an article about MLK Day events.

FEB 20 | Presidents' Day



[REDACTED]

[REDACTED]

CHM [REDACTED]

Email

We targeted segments of our email distribution lists based on interest in family activities and programming.

[REDACTED]

Social Media

We deployed several different versions of sponsored posts and boosted events based on demographic information, interest in history, family-friendly activities, and education.

[REDACTED]

Top Press Mentions

[A Week of Things to Do With the Kids](#)

Chicago Tribune

2/19/17

Presidents' Day at the Museum featured in Sunday's print edition of the Chicago Tribune.

[Lincoln Events, Free Admission Monday At History Museum](#)

DNAinfo

2/17/17

A feature story on the Museum's Presidents' Day activities.

[Presidents Day activities for families around Chicago](#)

Chicago Parent

2/15/17

Presidents' Day at the Museum highlighted as the lead story.

[Weekender Report with Roz Varon](#)

ABC-7

2/18/17

Interview with Nancy Villafranca, director of Education, live from Lincoln's Undying Words.

MAR 4 | Chicago's 180th Birthday

Top Press Mentions

[3 March Events You Can't Miss](#)

Chicago Parent

March 2017 Issue

A dedicated full-page feature on the Museum's celebration in the March print issue.

[Happy birthday, Chicago! History museum celebrates city's incorporation Saturday](#)

Chicago Tribune

3/3/17

A feature story on the Museum's birthday celebration.

[Chicago cumple años y la CTA también está de aniversario](#)

Univision Chicago

3/4/17

Interview with Nancy Villafranca, director of Education, live from the celebration.

[History Museum Helps Celebrate Chicago's 180th Birthday](#)

CBS Chicago

3/4/17

A live report from the Museum's birthday celebration.

FEB
20

OUT at CHM



EVENT ATTENDANCE

- January | 203
- March | 103

OUT at CHM, the Museum's annual three-event series exploring LGBTQ issues, kicked off its fourteenth year of programming with "Our Bars: Community, Safety, Violence, Sex, and Activism" in January and "Art, AIDS, and Activism" in March. The final installment of the series will be held in May at the Center on Halsted and titled, "From New Town to Boystown to Lakeview".

Email

We targeted segments of our email distribution lists based on previous attendance to OUT events, the OUT committee and interest in the OUT exhibition and programming. We also distributed email marketing through Windy City Times and the Alphawood Gallery.



Social Media

We deployed several different versions of sponsored posts and boosted events based on demographic information, and interests in specific bars, LGBT activism and awareness, art, and AIDS awareness.



Top Press Mentions

[Out at CHM: Our Bars. Gay Bars Celebrated At Chicago History Museum](#)

DNA Info

1/26/17

Our bars event covered.

['Out at the CHM' event examines art, AIDS and activism](#)

Windy City Media Group

3/12/17

Feature post-event story on the Out at CHM event.

[11 Of Our Favorite Events in Chicago This Week](#)

Chicagoist

2/27/17

Out at CHM: Our Bars selected as a pick of the week.

[12 Of Our Favorite Events In Chicago This Weekend](#)

Chicagoist

3/3/17

Out at CHM: Art, AIDS, and Activism selected as a pick of the weekend.

Digital Media Statistics

Overall SEO (Search Engine Optimization)

Search Engine Optimization is a methodology of strategies, tactics, and techniques used to increase the number of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine—some of the largest being Google, Bing, and Yahoo.

The industry-standard way of measuring how well a website is ranking or its “strength” is called the SEO domain authority score. Score ranges are translated below.

1-20 | Poor: Domain may be fairly new, or it is not fundamentally sound

21-40 | Competitive: Website is starting to drive traffic, but needs advanced SEO practices

41–50 | Good: Site is receiving good traffic, but should increase blogging consistency

51-70 | Strong: Website is above average, optimized well and is highly recognized

71-80 | Outstanding: Site is on the top of most search engine page results

81-90 | Superior: Site has elite status authority

91-100 | Rare: Site has reached a staple name—Wikipedia, Twitter, Facebook—only a micro-fraction of all sites will ever reach this level.

[REDACTED]

With the majority of traffic coming from organic search.

The term “organic” means traffic that comes to a website as a result of unpaid search results, so listings appear on search engine results pages because of their relevance to search terms, as opposed to their being advertisements.

- [REDACTED]
- [REDACTED]
- [REDACTED]
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- [REDACTED]
- [REDACTED]

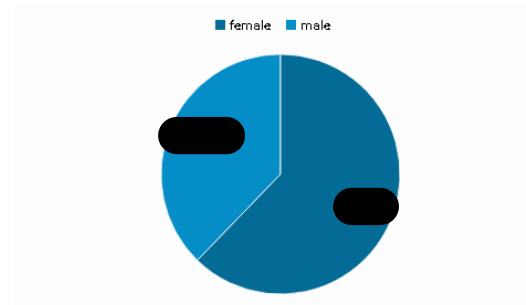
Visitors

[REDACTED]

[REDACTED]

Demographics

[REDACTED]



Media coverage continued...

The following Trending Themes word cloud illustrates the keywords and key phrases that were most frequently associated with the Chicago History Museum during this period. Notable words include **kids, families, and Illinois residents**.

General Museum Top Press Mentions

[Ana Belaval Visits CHM](#)

WGN-TV Morning News

1/4/17

WGNTV Morning News fan favorite reporter Ana Belaval to interview Petra Slinkard for five separate stories that aired throughout the morning.

[Old Chicago revealed in new Chicago History Museum image collection](#)

Fox32 Good Day Chicago

1/23/17

Interview with Joy Bivins, director of curatorial affairs, for a segment on the oldest photo in the collection.

[Remembering a Forgotten Photographer of Chicago History](#)

WTTW Chicago Tonight

2/1/17

Interview with John Russick, Vice President of Interpretation and Education, on photographer Jun Fujita.

[Chicago Museum Unveils Documents from '60s Black Police League That Fought Abuse](#)

Atlanta Black Star

2/15/17

A story on the Museum's collection of African-American Police League Documents.

[Chicago History Museum is now offering evening hours on Tuesdays](#)

Time Out Chicago

1/23/17

Announcement that the Museum is now keeping late hours on Tuesday's in 2017.

[Chicago River Once Hosted Long-Distance Swims Attended By 100,000 Fans](#)

DNAinfo

3/9/17

Interview with Peter Alter, Studs Terkel Center for Oral History, on swim competitions in the Chicago River.

[Rail yard expansion in Englewood raises questions of eminent domain's scope](#)

The Chicago Reporter

3/5/17

Interview with Joy Bivins for a story on racial segregation in Englewood.

[Augmented Reality App Sharpens Focus on St. Valentine's Day Massacre](#)

DNAinfo

2/17/17

A feature story on the Museum's augmented reality app, Chicago00.