

Chicago **History** Museum

MARKETING ROUND-UP

January–May 2019

A publication of the External Relations Division

January 21 **Martin Luther King Jr. Day**

Press Mentions

[Martin Luther King Jr. Day at the Chicago History Museum](#)

1/16/2019

TimeOut Chicago

MLK Day featured in TimeOut's Things to Do.

[Here's a list of things to do in Chicago on MLK Day](#)

1/19/2019

Chicago Sun Times

CHM included in list of things to do.

[Chicago Honoring Dr. Martin Luther King Jr. With Museum Exhibits](#)

1/21/2019

CBS Local Broadcast

CHM highlighted as a cultural institution honoring MLK day.

[5 Chicago museums are offering free admission on Martin Luther King Jr. Day](#)

1/14/2019

Chicago Parent

CHM highlighted as a cultural institution honoring MLK day.

February 18 **Presidents' Day**

Press Mentions

[Presidents' Day at the Chicago History Museum](#)

2/16/2019

TimeOut Chicago

Presidents' Day featured in Kids In Chicago

[Presidents' Day at Chicago History Museum](#)

2/8/2019

Metromix

Feature of CHM Presidents' Day programming

[President's Day Celebration - Chicago Parent](#)

2/18/2019

Chicago Parent

CHM highlighted as a cultural institution honoring Presidents' Day

[Suburbs Lake County News-Sun Lake County News Presidents Day focuses attention on former national leaders, apostrophes and mattress sales](#)

2/19/2019

Chicago Tribune

CHM highlighted as a place that you can see Presidents' day programming

March 4 Chicago's 182nd Birthday

Press Mentions

[El lugar perfecto para celebrar 182 años de trayectoria para la ciudad de los vientos](#)

3/6/2019

Univision - Broadcast
Birthday celebration featured

[Noticiero Telemundo Chicago](#)

3/4/2019

Telemundo - Broadcast
Birthday celebration featured on Telemundo

[Fox 32 News at Nine](#)

3/4/2019

Fox 32
Fox news at 9 featured the birthday celebration

[ABC7 Eyewitness News on WCIU, The U](#)

3/4/2019

ABC7
ABC7 featured the birthday celebration

[WGN Evening News](#)

3/4/2019

WGN
WGN 9 featured the birthday celebration

[CBS 2 News at 5:00PM](#)

3/4/2019

CBS2
CBS2 featured the birthday celebration at 5PM

March 27 OUT at CHM: How it's Written

Press Mentions

[Out at CHM forum focuses on reclaiming history](#)

4/9/2019

Windy City Times
WCT wrap up of the first OUT at CHM event of the season

April 24 OUT at CHM: Out of this World

Press Mentions

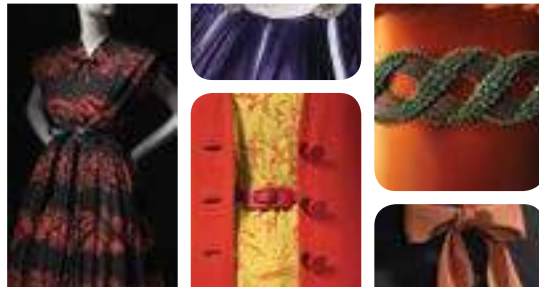
[Panel focuses on queer identity within the fantastical](#)

4/28/2019

Windy City Times
WCT wrap up of the second OUT at CHM event of the season

April 9 Silver Screen to Mainstream

April 9, CHM opened its Spring exhibition, *Silver Screen to Mainstream: American Fashion in the 1930's & 40's*. We ran several CTA bus kings and railcar takeovers, in Chicago Magazine, the Chicago Tribune, mobile retargeting campaigns, email, SEO and display digital campaigns, social media and influencer campaigns. We are continuing to focus advertising during the busy tourist summer season.



ChicagoHistoryMuseum presents

Silver Screen to Mainstream

AMERICAN FASHION IN THE 1930s AND '40s

OPENS APRIL 8, 2019

ChicagoHistoryMuseum.org/silverscreen



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Silver Screen continued...

Press Mentions

[We're Loving These Vintage Dresses at the Chicago History Museum](#)

4/7/2019 | Town & Country

The national publication covers the opening of the Museum's newest exhibition.

[30 dresses and Chicago's mark on 1930s and '40s fashion](#)

4/15/2019 | Chicago Tribune

Chicago Tribune highlights the newest exhibition

[Tracing American Fashion from 'Silver Screen to Mainstream'](#)

4/15/2019 | WTTW Tonight

Virginia Heaven interviewed for a feature on the exhibition

[American Fashion in the 1930s and '40s](#)

4/9/2019 | WGN Morning News

The Tribune interviews curator Libby Mahoney in advance of the exhibition opening.

[Style Struck - SPLASH](#)

3/29/2019 | Chicago Splash

A feature story on the Museum's newest exhibition targeted towards Lincoln Park audiences.

[SPRING CULTURE GUIDE](#)

3/10/2019 | Crains Chicago Business

A feature story on the Museum's newest exhibition targeted towards Lincoln Park audiences.

[Chicago History Museum Opens 'Silver Screen to Mainstream' Fashion Exhibit](#)

4/3/2019 | NBC

NBC News interviews Virginia Heaven about the exhibition opening

[Around Town explores the new exhibit, Silver Screen to Mainstream: American Fashion in the 1930s and '40s](#)

4/9/2019 | WGN

WGN's Around Town explores the new exhibition

[Silver Screen Influencers](#)

5/9/2019 | StyleChicago.com

Virginia Heaven is interviewed about the fashion exhibit

[Exhibición de moda de los años 30 y 40 en Hollywood muestra la influencia del cine de la época durante la Gran Depresión](#)

4/11/2019 | Univision

Univision features the newest exhibition opening

[Exhibición from Silver Screen to Mainstream](#)

4/10/2019 | WGBO-TV

WGBO-TV features the exhibition opening

[Chicago History Museum Opens 'Silver Screen to Mainstream' Fashion Exhibit](#)

4/3/2019 | WMAQ

Modern by Design previewed in a piece that explores

[Retro Chic Abounds at the Chicago History Museum's Latest Exhibition](#)

3/15/2019 | Michigan Avenue

A dedicated article on "Modern by Design" in the neighborhood print publication.

[Best events in April](#)

3/9/2019 | Crains Chicago Business

A dedicated article on "Modern by Design" in the neighborhood print publication.

[Thirties, Forties Fashion Focus of Chicago Exhibition](#)

1/19/2019 | WWD

Preview of the upcoming spring fashion exhibition

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.

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.

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