

ChicagoHistoryMuseum

MARKETING ROUND-UP January–March 2018

A publication of the External Relations Division

January 15 | REMEMBERING DR. KING

On Monday, January 15th, CHM held our annual commemorative day celebration of Dr. Martin Luther King Jr. We also opened our photography exhibition about his life entitled Remembering Dr. King: 1929–1968.

Press Mentions

[Martin Luther King Jr. in Chicago: The story of a turning point](#)

Chicago Tribune

2/21/2018

Review calls Remembering Dr. King a “powerful new exhibit.”

[Civil Rights Leaders React to Trump While Honoring MLK](#)

WTTW Chicago Tonight

1/15/2018

Interview with Joy Bivins on opening-day of the exhibition.

[All Things Considered](#)

NPR

1/16/2018

On-air interview with Joy Bivins on the new exhibit.

[Celebrating Dr. Martin L. King Jr., in Service and Solidarity](#)

WGN Radio

1/15/2018

On-air interview with John Russick on the exhibition.

[On MLK Day, here's where to go to reflect on King's legacy](#)

USA Today

1/12/2018

Museum's exhibit and event recognized as a top experience in the nation.

["Remembering Dr. King: 1929-1968" Chicago History Museum](#)

WCIU, The Jam

2/12/2018

Feature story and interview with Joy Bivins in the exhibit.

[New MLK Exhibition Opening at the Chicago History Museum](#)

WFLD-TV, Fox-32 Good Day Chicago

1/15/2018

Interview with John Russick, live from the exhibition on opening day.

[How 6 Cities Are Celebrating Martin Luther King Jr. Day 2018](#)

Bustle

1/11/2018

National coverage of the Museum's MLK event.

February 19 | Presidents' Day

Annual commemorative day celebration at CHM for Presidents' Day

Press Mentions

[Illinois Celebrates Abraham Lincoln's Birthday](#)

WBBM-TV, CBS-2 Chicago

2/12/2018

Interview with John Russick on Abe Lincoln's Birthday.

[Free President's Day activities that aren't mattress sales](#)

WGN-TV Online

2/19/2018

The Museum's Presidents' Day Celebration tops a list of activities in the city.

[Presidents Day events in Chicago](#)

Chicago Parent

2/15/2018

The Museum's Presidents' Day Celebration tops a list of activities in the city for families.

[Chicago History Museum PRESIDENTS DAY ACTIVITIES](#)

Picture This Post

2/8/2018

A feature story on the Museum's family-friendly event.

March 4 | CHICAGO'S BIRTHDAY

CHM held our annual commemorative day celebration of the day Chicago was incorporated.

Press Mentions

[Happy Birthday, City of Chicago](#)

WLS-TV, ABC-7 Chicago

3/5/2018

ABC visited the Museum for a Birthday segment.

[Happy birthday, Chicago: 181st anniversary of the city's incorporation](#)

Chicago Sun-Times

3/4/2018

The Sun-Times highlights the Museum's birthday celebration.

[Chicago's Birthday Party](#)

WMAQ-TV, NBC-5 Chicago

3/4/2018

NBC-5 visited the Museum for a feature story.

[Chicago Celebrates 181st Anniversary](#)

CLTV

3/4/2018

CLTV covers the Museum's Birthday celebration.

Jan &
March

History Happy Hour

In order to increase attendance for our Tuesday late nights, we have started offering a quarterly History Happy Hour. Each month features rotating beverage partners and unique explorations of the Museum.

Social Media

We deployed several different versions of sponsored posts and boosted events based on demographic information, location, interests, education.



Press Mentions

[Chicago Museums After Hours](#)

Choose Chicago

2/15/2018

History Happy Hour highlighted among city's late night Museum events.

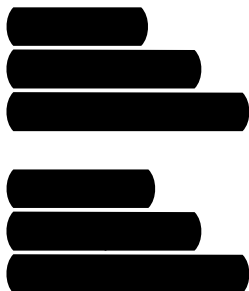
Jan &
Feb

Civic Talks: Race

On January 30 & February 27, CHM held civic talks featuring moderator WBEZ's Natalie Moore inspired by *Race: Are We So Different?*

Social Media

We deployed several different versions of sponsored posts and boosted events based on demographic information, location, interests, education.



Press Mentions

[Solving Chicago's segregated political structure](#)

The Columbia Chronicle

3/27/2018

Coverage of the Museum's civic talk.

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

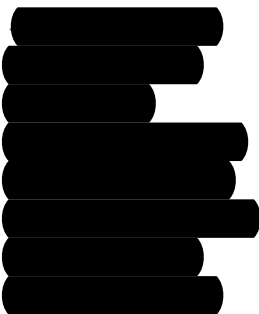
81-90 | Superior: Site has elite status authority

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



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.

Top Channels



Trending Themes

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 Libby (Mahoney), science, and King (MLK).

General Museum Top Press Mentions

[Closet of Dreams](#)

Chicago Magazine

3/19/18

Chicago Magazine featured the Museum's shoe collection in a two-page spread, as part of their cover story.

[A massive collection of vintage blues musician photos is coming to the Chicago History Museum](#)

TimeOut Chicago

2/14/2018

Feature post on the Museum's Flerlage photo collection – now available to the public.

[Chicago Museum Week](#)

WFLD-TV, Fox-32 Chicago

1/22/2018

Interview with John Russick on Chicago Museum Week, live from the Museum.

[Winter museum preview: Mummies, Snoopy and the science behind Pixar](#)

Chicago Tribune

1/10/2018

Winter preview story features "Remembering Dr. King," and "Amplified: Chicago Blues."

[Report finds race relations in US are almost unchanged after 50 years](#)

WGN-TV

2/27/2018

Interview with John Russick at the site of the 1968 Chicago race riots, 50 years later.

[Explore answers of Chicago History Museum exhibit, 'Race: Are We So Different?'](#)

Chicago Sun-Times

2/28/2018

A feature story on Race: Are We So Different and interview with Joy Bivins.

[Illinois Issues: The Radium Girls - An Illinois Tragedy](#)

Illinois Public Media

1/30/2018

Russell Lewis provides historic context on John Kinzie.

[The path to 200 years: Sears created modern retail in state](#)

Journal Courier

2/10/2018

Libby Mahoney, senior curator, provides historic background on Sears.