

ChicagoHistoryMuseum

MARKETING ROUND-UP

April–June 2018

A publication of the External Relations Division

APRIL 4 | 50 Anniversary of MLK's Assassination

Press Mentions

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

WGN Radio

4/4/2018

John Russick describes Martin Luther King Jr.'s goal as an activist, and those who worked with him.

[MLK's Death, 50 Years Later: Revisiting the Day a Giant Fell](#)

WTTW Chicago Tonight

4/4/2018

Interview with Jesse Jackson, and interview with Joy Bivins in the Museum's MLK exhibition.

[Chicago History Museum remembers legacy of Martin Luther King, Jr.](#)

ABC-7 WIS-TV

3/29/2018

Joy Bivins provides interview in the Museum's MLK exhibition, honoring the 50th anniversary of MLK's death.

APRIL 7 | Amplified: Chicago Blues

April 7 marked the opening of Amplified: Chicago Blues. We have focused heavily on; out of home advertising with 110 busk kings & tails, 150 taxi tops, and street marketing, Print marketing in Choose Chicago, Concierge Preferred, Key Magazine, TimeOut magazine and the Dearborn Garden Walk, Digital advertising on CBS, WXRT, and TimeOut, and Radio advertising on WXRT, WVON and WVAZ. We also ran several social media and Google AdWords campaigns.



Social Media

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



Press Mentions

[Amped Up](#)

Chicago Tribune

4/7/2018

Two-page spread on Amplified in the front of Sunday's Arts & Entertainment section.

[New exhibit at Chicago History Museum showcases Chicago blues history](#)

Chicago Tribune Online

4/5/2018

Video interview with Joy Bivins LIVE in Amplified: Chicago Blues.

[History Museum Highlights Photographer's Exploration of Chicago Blues](#)

WTTW Chicago Tonight

4/5/2018

Joy Bivins sits down with Phil Ponce at the Chicago Tonight studio for a long-form interview on Amplified: Chicago Blues.

[Thousands of Photos Depict Chicago Blues Scene at Exhibit](#)

U.S. News and World Report

2/19/2018

A national story covers the Museum's collection of Raeburn Flerlage photography.

[Chicago History Museum introduces new Blues exhibit](#)

Good Day Chicago, Fox-32 WFLD-TV

4/2/2018

Interview with curator Joy Bivins live from the exhibition.

[Weekender Report](#)

ABC-7 WLS-TV

4/12/2018

Roz Varon explores the interactive elements of Amplified: Chicago Blues, on-air.

[When the Blues Electrified Chicago](#)

Chicago Reader

4/17/2018

A positive review of Amplified: Chicago Blues encouraging the public to visit.

[New Exhibit Explores History of Chicago Blues](#)

WDCB 90.9 FM Jazz

4/9/2018

Host Gary Zidek interview's Joy Bivins and covers Amplified: Chicago Blues.

[SPRING CULTURE PREVIEW](#)

Crain's Chicago Business

3/11/2018

Amplified: Chicago Blues named as a top Museum exhibition to see in the Spring.

[Blues Exhibition Coming To Chicago History Museum](#)

North Center Patch

4/3/2018

A feature article on Amplified: Chicago Blues

Amplified: Chicago Blues Press Mentions continued...

[Windy City's Storied Blues Legacy in Focus for New Chicago History Museum Exhibition](#)

Clef Notes Chicagoland Journal for the Arts

Spring Issue

Feature article on the interactive experiences in Amplified: Chicago Blues.

[Chicago History Museum Features New Chicago Blues Exhibit](#)

WBBM Newsradio

4/12/2018

An on-air story and feature posted story featuring an interview with Joy Bivins on Amplified: Chicago Blues.

[I Got Da Blues And Dat's A Good Thing!](#)

95.9 The River

4/6/2018

A reporter adds Amplified: Chicago Blues to his bucket list.

May 12-13 | ChicaGO24

The weekend of May 12-13 CHM held it's annual ChicaGO24 which includes up to 30 tours over the weekend.

Social Media

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



Press Mentions

[5 things to do this weekend in Chicago](#)

Chicago Tribune

5/10/2018

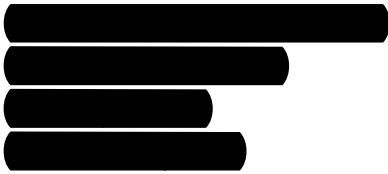
Chicago24's Pilsen Mural tours top the list for weekend activities, highlighting the Museum's regular tour offerings.

April 24 | **OUT at CHM: Undocumented & Queer**

The second installment of CHM's annual OUT at CHM program series.

Social Media

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



Press Mentions

['Undocumented and Queer' features young activists](#)

Windy City Times

5/1/2018

A feature recap of the Out at CHM program.

[The three things you need to know today: Tue, Apr 24](#)

Time Out Chicago

4/24/2018

Undocumented and Queer named one of the best events for the day.

May 24 | **Costume Council Celebrates Brian Atwood**

The Costume Council celebrated designer Brian Atwood at the spring fashion luncheon.

Press Mentions

[Brian Atwood on Chicago's Voice in Fashion](#)

Chicago Magazine

5/24/2018

Chicago Magazine interview's Brian Atwood in advance of his appearance at the Chicago History Museum.

[Q&A With: Brian Atwood](#)

Chicago Splash

5/24/2018

An interview with Atwood in advance of the Costume Council of the Chicago History Museum's luncheon in his honor.

[SPRING LUNCHEON WITH BRIAN ATWOOD](#)

Chicago Splash

5/1/2018

A feature recap of the Out at CHM program.

[FASHION CONFESSIONS: Brian Atwood, shoe designer](#)

Addictions of a Fashion Junkie

6/7/2018

Fashion blogger Jessica Moazami interviews Atwood at the event.

[Better Makers: Chicago History Museum Recognizes Shoe Designer Brian Atwood](#)

Make It Better

6/8/2018

A recap and images from the luncheon event.

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

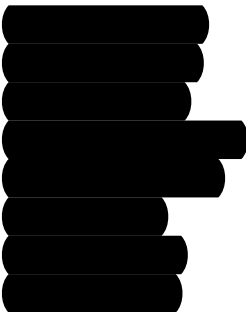
71-80 | Outstanding: Site is on the top of most search engine page results

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.



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 exhibit, Terkel, and blues.

General Museum Top Press Mentions

[The Grid: Exploring the Pilsen neighborhood](#)

Chicago Sun-Times

6/6/2018

Museum neighborhood historian, Peter Alter provides on-camera interview on Pilsen at the Museum.

[How to say Beau Bien Boulevard in Lisle](#)

ABC-7

5/17/2018

Roz Varon interviews John Russick on Mark Beaubien in Chicago: Crossroads of America.

[Final Chicago Sears store starts liquidation sales](#)

ABC-7 WLS-TV

4/27/2018

Interview with Russell Lewis on the fate of Sears in Chicago in the exhibition Chicago: Crossroads of America. Segment looks at the Museum's historic Sear's collection.

[‘Ask Rick’: Ever hear of cycloramas? More than a century ago, these paintings put today’s screens to shame](#)

Chicago Tribune

5/7/2018

Rick Kogan highlights the Museum's collection, which includes cycloramas.

[Secret Chicago: 40 hidden gems, from cafes to swimming pools](#)

Chicago Tribune

5/2/2018

'The Blob' Fire Relic is recognized as a secret hidden-gem in Chicago.

[Chicago's Last Tannery Specializes in Horse Leather, NFL Footballs](#)

WTTW Chicago Tonight

4/26/2018

Interview with the Museum's historian Peter Alter on Chicago's last leather tannery.

[At South Side Cemetery, A Gathering For Confederate Descendants – And Protesters](#)

WBEZ-FM

4/22/2018

Russell Lewis provides an interview on Chicago's confederate monument – and the protests surrounding

[The Art of Dressing Mannequins in Rare and Historic Garments](#)

Atlas Obscura

4/13/2018

The Museum's costume collection and staff highlighted in a story about historic garments.

General Museum Top Press Mentions continued...

[Flashback: How Chicago beat New York to get the 1893 World's Fair](#)

Chicago Tribune

5/13/2018

Libby Mahoney, senior curator, provides historic context on the World's Columbian Exposition.

[The 5 Best Places for Chicago Hot Dogs](#)

Make It Better

5/8/2018

Mention of the Chicago Hot Dog Fest, later in the summer.

[Studs Terkel Radio Archive will soon be made public, with 5,000-plus stories that needed to be saved](#)

Chicago Tribune

5/10/2018

The Museum's Studs Terkel archives explored in feature story.

[Studs Terkel Radio Archive Available To Public On Today](#)

Broadway World

5/16/2018

Broadway World announces the release of the Studs Terkel Radio Archive.

[The Studs Terkel Radio Archive, one of the world's great spoken-word collections, goes public](#)

WFMT-FM Online

5/16/2018

WFMT announces the release of the Studs Terkel Radio Archive, in collaboration with the Museum.

[Episode on Chicago](#)

China World Film Report

May 25, 2018

This episode, aired nationwide in China on May 25 included coverage of the Museum's exhibition, Amplified: Chicago Blues.

[Studs Terkel Archive Officially Launches](#)

WTTW-TV Chicago Tonight

5/17/2018

Gary Johnson sits down with Chicago Tonight to discuss the Studs Terkel Radio Archive

[Friends and Fans of Studs Terkel on Their Favorite Interviews from His New Archive](#)

Chicago Magazine

5/16/2018

Chicago Magazine features the Studs Terkel Radio Archive, a project of WFMT and the Chicago History Museum.

[Prolific interviewer Studs Terkel's famed talks go online](#)

Daily Mail

5/17/2018

Chicago History Museum recognized for caring for the Terkel archives