

Chicago**History**Museum

JUNE-SEPTEMBER 2019

Marketing Round-up

A PUBLICATION OF THE EXTERNAL RELATIONS DIVISION

ChicagoHistoryMuseum

June–September 2019

OUT at CHM: Quiet as a Riot | 6/12

June program commemorated the 50th anniversary of the Stonewall riots with a panel discussion focused on Chicago changemakers and the LGBTQIA liberation movement.

Press Mentions

[OUT at CHM' event explores current, past activism](#)

Windy City Times - Story shared in print and online nearly 20 times

[Quiet as a Riot at Chicago History Museum](#)

DO312

Independence Day | 7/4

Press Mentions

[Here's where to celebrate Independence Day in Chicago](#)

Chicago Sun-Times

[Where to Watch 4th of July Fireworks in Chicago](#)

Thrillist

[ABC 7 Eyewitness News](#)

WLS

[Things to Do Around Chicago this Fourth of July Weekend](#)

NBC 5

[Imam Reflects on Nation's Values at Chicago History Museum](#)

[Celebration](#)

WBEZ



ChicagoHistoryMuseum

June–September 2019

1919 Red Summer:

Chicago Remembers | 7/27

Featuring artists and historians, this event recalled the 1919 race riots that forever changed Chicago's sociopolitical atmosphere.

Press Mentions

[The Chicago History Museum and DuSable Museum of African American History Partner to remember the Red Summer of 1919](#)

The Chicago Crusader

[Chicago Organizations Commemorate 100th Anniversary of Race Riots](#)

WTTW

[Red Summer In Chicago: 100 Years After The Race Riots](#)

NPR Illinois

[Interview with Julius Jones and WGN Radio](#)

WGN-AM

[100 Years Later, Chicago Examines What the Red Summer Means to the City and Its People](#)

NPR National (syndicated throughout several other local NPR stations, over 50 separate radio spots)

['It Just Goes On and On': How the Race Riots of 1919's 'Red Summer' Helped Shape a Century of American History](#)

TIME

['Ready to Explode': How a black teens drifting raft triggered a deadly week of riots 100 years ago in Chicago](#)

Chicago Tribune (syndicated over 10 times)



ChicagoHistoryMuseum

June–September 2019

Chicago Hot Dog Fest | 8/9–8/11

The Museum celebrated its 7th Annual Chicago Hot Dog Fest with city-wide food vendors, musical acts, kids activities and much more in Lincoln Park.

Press Mentions

[The Jam](#)

The Jam

[Chicago History Museum to Celebrate 7th Annual Hot Dog Festival](#)

CBS

[Hot Dog Fest Set to Satisfy the Hunger of Chicagoans](#)

NBC 5

[PHOTOS: A Taste of Chicago's Hot Dog Fest](#)

NBC 5

[Chicago's Best Hot Dogs at Hot Dog Fest 2019](#)

NBC 5

[Chicago Hot Dog Fest in Lincoln Park](#)

DO312

[Hot Dog Fest in Full Swing](#)

Chicago Now

[Greg Brown's Weekend Calendar](#)

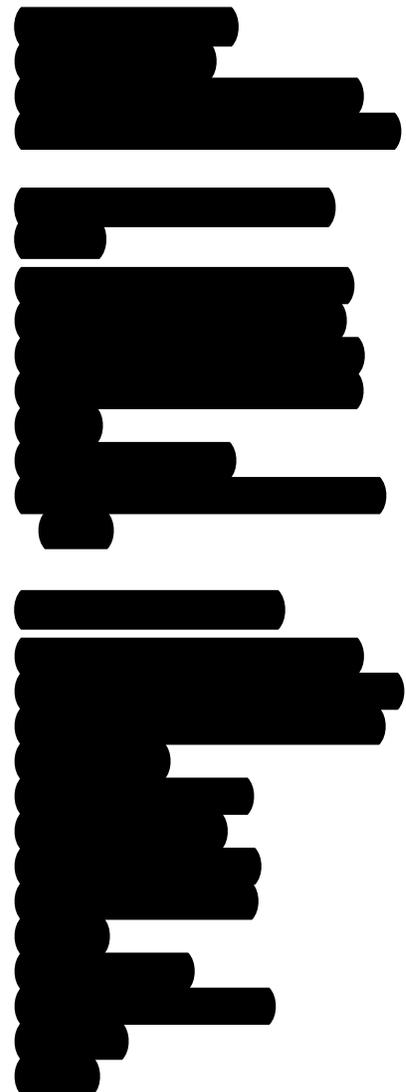
WLS

[Good Day Chicago](#)

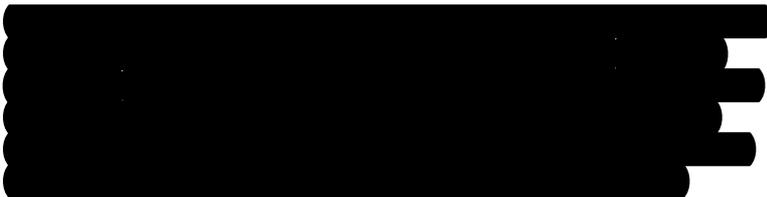
WFLD

[Chicago celebrates 7th Annual hot dog festival](#)

WGN



Digital Media Statistics

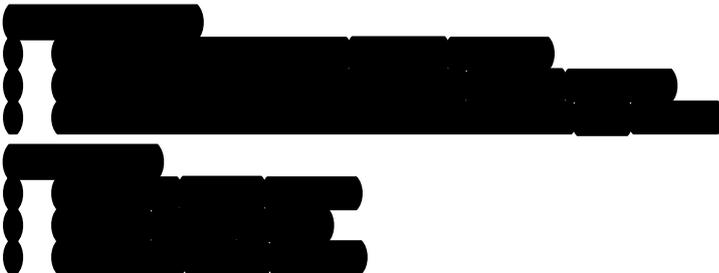


Channel	% of Search
[REDACTED]	[REDACTED]

Google AdWords Grant



Visitors



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.

ChicagoHistoryMuseum

June–September 2019

Additional Media Coverage

[Fashion and Movie Buffs will Love This Exhibit at Chicago History Museum](#)

Luxe Interiors + Design

Article outlines the exhibition, Virginia Heaven was interviewed

[From Hollywood fashion to the moon: summer 2019's best American museum exhibits](#)

USA Today

Article lists Silver Screen among 5 of the best exhibitions in the country for the summer. Virginia Heaven is quoted

[Chicago History Museum exhibit explores classic Hollywood's fashion influence](#)

Windy City Live

Virginia Heaven is interviewed live on air about the exhibition and her favorite pieces

[A Fashionable History Beyond Old World Glamour at the Chicago History Museum](#)

NewCity

A very detailed piece that goes into specifics about some of Virginia's favorite garments. Virginia is interviewed.

[What's Inside Jeffrey Epstein's Little Black Book?](#)

New York Times

This piece does not focus on the Museum - it is a larger story about the history of the Little Black Book in which John Russick is interviewed. We were part of this story because of our past "Secret Lives of Objects" exhibit.

[Shall We Dance: Silver Screen to Mainstream](#)

Classic Chicago

A lifestyle/photo piece about the Spring 'Shall We Dance' Gala

[Ready to Explode': How a black teens drifting raft triggered a deadly week of riots 100 years ago in Chicago](#)

Chicago Tribune (syndicated over 10 times)

Julius Jones is one of several historians interviewed and quoted in this extensive piece. The story closely outlines the racial tensions and events leading up to the Red Summer.