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Collana	American Association for State and Local History book series The small museum toolkit ; ; bk. 4
Altri autori (Persone)	Catlin-LegutkoCinnamon KlinglerStacy <1976->
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Nota di contenuto	CONTENTS; EDITORS' NOTE; PREFACE; CHAPTER ONE. START SPREADING THE NEWS: MARKETING AND COMMUNICATION; CHAPTER TWO. IN LIEU OF MIND READING: VISITOR STUDIES AND EVALUATION; CHAPTER THREE. LIKE A GOOD NEIGHBOR: COMMUNITY ADVOCACY FOR SMALL MUSEUMS; CHAPTER FOUR. ACCESSIBILITY IS FOR EVERYONE; CHAPTER FIVE. GOOD VISITOR SERVICE, OR "PUT DOWN THE PENCIL AND PUT ON A SMILE!"; CHAPTER SIX. NEW ROLES FOR SMALL MUSEUMS; INDEX; ABOUT THE EDITORS; ABOUT THE CONTRIBUTORS
Sommario/riassunto	Museums exist to serve their audiences. This book describes how you can better relate to your audience, looking at how small museums are engaging with and advocating for their communities. We address marketing and public relations, visitor services, accessibility, and easy ways to find out what your audience members think about and want from you.