

1. Record Nr.	UNINA9910957814303321
Titolo	Reaching and responding to the audience // editors, Cinnamon Catlin-Legutko, Stacy Klingler
Pubbl/distr/stampa	Lanham, Md. : , : AltaMira Press, , 2011
ISBN	979-82-16-26025-7 0-7591-1345-9 9786613361882 1-283-36188-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xiii, 189 pages) : color illustrations
Collana	American Association for State and Local History book series The small museum toolkit ; ; bk. 4
Altri autori (Persone)	Catlin-LegutkoCinnamon KlinglerStacy <1976->
Disciplina	069.1
Soggetti	Small museums - Public relations Communication in museums
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
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.