

Featured Communicator Ami Maddocks Cherokee Heritage Center, Park Hill, Oklahoma

Ami Maddocks coordinates publicity and promotions for the Cherokee Heritage Center located in Park Hill, Oklahoma. She is a member of the Center's marketing team led by Jill Walker, the Center's Marketing Director. The Center includes the 1,500-seat Tsa-La-Gi (jah-lah-gee) outdoor amphitheater, Tsa-La-Gi Ancient Village, Adams Corner Rural Village and Farm and the Cherokee National Museum, which houses the Cherokee National Archives. The Society also operates Cherokee Heritage Pottery, which is located in Porum. The Center recently made national news thanks to the work of its expert marketing team.

Ami's Top 5 Marketing Tips

Always keep your audience in mind.

Be aware of your audience's needs and create promotions and informational materials to meet those needs.

Create eye-catching publications at reasonable rates.

One of the most important aspects of our marketing department is the creation of appealing pieces produced for very little. By using the local college's graphic design students, we are able to obtain professional quality without the professional price tag.

Create pieces that serve more than one function.

There are many functions a single promotional item can serve. For example, our postcards not only make inexpensive mailers but they also serve as table tents in restaurants, souvenirs for sale in our museum shop and as main components in a variety of other creative marketing ideas.

Tell your tale yourself.

Keeping the media familiar with your organization can be as simple as sending out a press release. Stay abreast of media requirements and writing styles to create news releases worthy of publication.

Create a working relationship with members of the media.

The more helpful you are the more likely your organization will gain recognition. Work closely with the media to give them what they need in a timely fashion keeping media deadlines in mind.

Cherokee Heritage Center Receives National News Coverage

The Cherokee Heritage Center garnered national news coverage in the October 23 issue of USA Today. The Center was featured in an article, "10 Great Places to Admire American Folk Art," by USA Today staff writer Shawn Sell. The article highlighted features of the Center along with its Web address and phone number. The article resulted in many inquiries from across the nation.

The Center also received prestigious coverage in the November issue of the highly esteemed magazine, *Native Peoples*. "History on a Plate: Cherokee Heritage Pottery," by Julie Hubbard featured the history of Cherokee pottery and information about current products available. This article resulted in an increase in orders of Cherokee pottery.

If your arts organization, project or program has garnered national media coverage, please share the good news with the Oklahoma Arts Council.

The Arts Win PRSA Awards

The Public Relations Society of America - Oklahoma City Chapter recognizes the "tireless work of PR professionals in developing a variety of different public relations campaigns, publications, events and broadcast materials" with the annual Upper Case Awards program. The following individuals and/or organizations in the arts arena received special recognition in October 2003.

Community Relations

Honorable Mention
Oklahoma Music Hall of Fame • *Starmaker*

Marketing/Public Relations Campaigns

Honorable Mention
Canterbury Choral Society • *Sail the U.S.S. Canterbury*

Media Relations

Upper Case
Omniplex • *Titanic: The Artifacts Exhibit*

Special Events

Honorable Mention
Omniplex • *Titanic: The Artifacts Exhibit Captain's Gala*

Featured Media: ArtsJournal.com

ArtsJournal is a weekday digest of some of the best arts and cultural journalism in the English-speaking world. Each day ArtsJournal combs through more than 200 English-language newspapers, magazines and publications featuring writing about arts and culture. Direct links to the most interesting and important stories are posted every weekday beginning at 5 a.m. (Pacific Time). Stories from sites that charge for access are excluded. If you encounter a registration screen after clicking an ArtsJournal link, log in as either "ajreader" or "ajreader@artsjournal.com" with the password "access." Recent headlines include:

Music news from the San Antonio Express-News

October 29, 2003
San Antonio symphony and musicians orchestrate a new contract

Theatre news from the Minneapolis Star Tribune

October 10, 2003
"...Congress has approved \$1 million to bring Shakespeare to the troops."

**Visual arts news from the
San Francisco Chronicle**

House OKs funds to fix missions; Matching grants for restoration

**Performing arts news from the
Sydney Morning News**

October 23, 2003

'Heavy' ballerina sues (Bolshoi Theatre)

**Funding news from the
Chronicle of Philanthropy**

October 10, 2003

Surviving Tough Times: Big charities suffer first drop in donations in 12 years

**Oklahoma journalists recognized
for arts coverage**

Three Oklahoma journalists were honored at the 28th Annual Governor's Arts Awards with the Bill Crawford Memorial Media in the Arts Award. The award recognizes individual members of the print and electronic media that demonstrate commitment to the arts in Oklahoma documented through public awareness support and fairness, initiative, creativity and professionalism in reporting. Recipients were: Rich Fisher, General Manager of KWGS (89.5 FM) Tulsa; Louisa McCune, Editor-in-Chief, Oklahoma Today Magazine, Oklahoma City; and Rick Fritsch, Owner and Manager of KBZQ (99.5 FM), Lawton.

Web Report Card

If your organization's Web site does not feature a list of staff members and board or council members, it probably won't score high points with journalists. Reporters traditionally operate under tight deadlines. They search Web sites for reliable facts and figures and then need contacts to verify the credibility of these sources. Too many

times, phone numbers and addresses are not prominently displayed. After numerous clicks, resulting in one mere non-descriptive email address (not associated with the name of an actual human being such as info@xyzartsorga nization.org) they become frustrated, give up and move on. Suffice to say, Web sites and other electronic efforts are not a substitute for personal relationships. Consider the following suggestions to help personalize your Web site.

- Add a press room button
- Feature pictures and short bios of staff
- Update weekly, if not daily
- Aggressively market your site.

**Oklahoma Public Relations Arts
Group**

The next meeting of the Oklahoma Public Relations Arts (OPRA) group is 4 p.m. Friday, November 21 at Untitled [ArtSpace], 1 NE 3rd, Oklahoma City. The meeting will be chaired by Shelly Collins of Untitled.

Untitled has fast become an anchor on the Oklahoma City's art scene, creating new arts opportunities for artists and the community. Learn more about the gallery, studio and history of the structure at the organization's Web site, www.1ne3.com.

For more information about the upcoming OPRA Meeting, contact Collins at (405) 815-9995 or 1ne3@sbcglobal.net.

To be added to the OPRA mailing list, contact Cher Lucewicz, PR/Special Events Director, Allied Arts, at (405) 278-8944 or CherL@alliedartsokc.com.

The December OPRA meeting will be held at the Oklahoma Arts Council, 2101 N. Lincoln Blvd., Suite 640, Oklahoma City.

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Arts Communicators Conference

The Oklahoma Arts Council will hold a steering committee meeting for its Spring 2004 conference for arts communicators and other individuals responsible for PR and marketing functions at arts and cultural organizations across the state, 11 a.m. Wednesday, January 14. The meeting will be held in the Oklahoma Arts Council's conference room. Members of the steering committee include: Patrick Brown, Executive Director, Chisholm Trail Arts Council, Duncan; Marci Donaho, Executive Director, Jasmine Moran Children's Museum, Seminole; Louise B. James, Executive

Director, Plains Indians and Pioneers Museum, Woodward; Beth Danica Morris, Director of Marketing, Tulsa Opera; Shoshana Wasserman, Public Relations Director, Oklahoma Children's Theatre and City Arts, Oklahoma City; Michelle Winters, Director of Marketing and Public Relations, Oklahoma City Philharmonic; Leslie Spears, Communications Manager, Oklahoma City Museum of Art.

If you are interested in serving on the steering committee, please contact OAC, (405) 521-2931.

The Communicator newsletter is published quarterly as an information tool for personnel at arts organizations responsible for the management functions of communications, public and media relations, marketing, publication design, graphic design, Web design and management, writing, editing and special event planning, etc. It is also distributed to more than 500 members of the Oklahoma media.