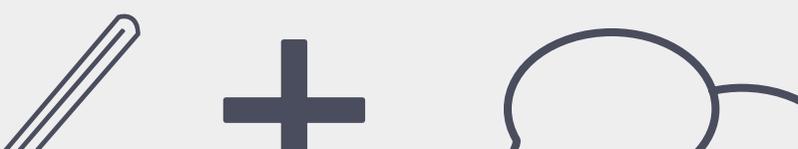




# UCHICAGO ARTS COMMUNICATIONS TOOLKIT



# UCHICAGO ARTS COMMUNICATIONS TOOLKIT

**This document is a resource for unit and program staff to clarify your role vs. communications staff's role in UChicago Arts communications efforts, what kind of support you can expect from communications staff, and which primary contacts to reach out to depending on what kinds of communications activities you plan to undertake.**

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# UNIT & PROGRAM COMMUNICATIONS

**University Communications** and **UChicago Arts Communications** work with UChicago Arts partners to amplify and support their communications efforts, as well as offer advisement on communications strategy and planning. University Communications and UChicago Arts Communications is also happy to help units and programs strategize resourcing according to priorities and audience (budgeting toward advertising versus PR, or advertising on social media rather than in print based on audience, for example).

**UChicago Arts** partner organizations include curricular departments, committees, and programs across divisions and the College (Art History, Cinema and Media Studies, Creative Writing, DoVA, Music, TAPS), professional and presenting organizations on campus (Smart Museum of Art, UChicago Presents, Court Theatre, Rockefeller Chapel, Oriental Institute Museum, International House), initiatives (Arts, Science & Culture Initiative; Gray Center for Arts and Inquiry; Logan Center for the Arts; Arts + Public Life), RSOs, and cultural partners that attract significant visitors to campus, such as the Renaissance Society and Robie House. For a full list of UChicago Arts partners, visit [arts.uchicago.edu/explore](https://arts.uchicago.edu/explore).

## In terms of communications, units and programs are responsible for:

- + Bedework calendar entry
- + Content development
- + Email development
- + Hiring and managing freelancers and vendors for content, video, photography, etc.
- + Listserv management
- + Outreach
- + Program descriptions
- + Social media management
- + Story pitching
- + Website content updates

# UNIVERSITY COMMUNICATIONS & UCHICAGO ARTS COMMUNICATIONS

**Communications support for programs and units comes from University Communications and UChicago Arts Communications, each of which has different focal areas and different primary contacts.**

## **University Communications**

Through strategic outreach, authentic reporting, and creative media, University Communications illuminates and supports the mission and the many initiatives of the University of Chicago.

University Communications furthers the goals and priorities of the University and its academic units by telling the stories of UChicago and sharing its culture within our community and beyond. In promoting awareness of the University, we aim to help our campus partners recruit students and faculty, disseminate the work of our scholars, engage our diverse community, attract visitors, and reinforce our unique intellectual culture.

As a central resource for the University, we connect and support a network of communicators across campus. We set guidelines to uphold the main messages and visual identity of the University, and help members of the University community see the full range of communications opportunities available to help them reach their goals.

## **University Communications is made up of:**

- + Office of the Vice President for Communications**
- + News Office**
- + UChicago Creative**

# OFFICE OF THE VICE PRESIDENT FOR COMMUNICATIONS

## OFFICE LOCATION

📍 Levi Hall (5801 S Ellis Ave)

## PRIMARY CONTACT

**Nora Semel**, Director of Communications for Visitor Experience and the Arts

**[norasemel@uchicago.edu](mailto:norasemel@uchicago.edu) | 773.702.7835**

The **Office of the Vice President for Communications** directs the University's communications strategy, planning, and programming. We work to communicate the distinctive character and unique visual identity of the University of Chicago across every platform.

The **Director of Communications for Visitor Experience and the Arts** and the **Assistant Director of Arts Communications** work together to elevate and amplify the arts at the University.

## Work with the Office of the Vice President for Communications for:

+ Major institutional announcements

+ Communications strategy

+ Communications plan

+ Public Relations

+ Signage

+ Arts news story planning

+ Cross-campus collaborations or events

Ad strategy, planning, and placement

Brand identity development

Communications strategy and planning

Email communications

Print and digital collateral production

PR / media relations

Social media management

# NEWS OFFICE

## OFFICE LOCATION

📍 Levi Hall (5801 S Ellis Ave)

## PRIMARY CONTACT

**Michael Drapa**, Web Editor

**mdrapa@uchicago.edu | 773.702.8315**

The **News Office** reports the initiatives, developments, and research of the University to a global audience of students, alumni, and the general public. Members of the news team coordinate media relations and advance the University's work by connecting reporters and broadcast producers with our faculty experts.

The **Director of Communications for Visitor Experience and the Arts** and the **Assistant Director of Arts Communications** work with the **Content Manager** and **News Officer for the Arts and Humanities** to pitch, develop, cover, and disseminate story ideas on campus and in the broader media community.

## Work with the News Office to:

- + Pitch story ideas for coverage on the UChicago News site and in News Office communications
- + Develop and disseminate press releases on campus and broadly to Chicago and national media

# UCHICAGO CREATIVE

## OFFICE LOCATION

📍 Edelstone Center (6030 S Ellis Ave)

## CONTACT

Contact through **web portal**  
(requires CNet ID login credentials)

**[creativeportal.uchicago.edu](http://creativeportal.uchicago.edu)**

**UChicago Creative** is an in-house creative communications group that creates campaigns across all media, including print, digital, and video. In multi-platform teams, we collaborate with clients across campus to meet their goals while maintaining the singular voice of the University of Chicago.

The **Director of Communications for Visitor Experience and the Arts** and the **Assistant Director of Arts Communications** work with **UChicago Creative** on launching major institutional initiatives (Logan Center, Arts Incubator, Public Art on Campus) and cross-campus collaborations in the arts (Envisioning China, Concrete Happenings), as well as on individual projects.

UChicago Creative services are **fee-based**.

## Work with Creative to:

- + Develop brand identities
- + Produce marketing communications and collateral material
- + Book photographers to capture events
- + Archive photography in PhotoStore ([photostore.uchicago.edu](http://photostore.uchicago.edu))
- + Purchase photography through PhotoStore ([photostore.uchicago.edu/](http://photostore.uchicago.edu/))
- + Create video
- + Live webcast or simulcast
- + Reserve the TV Studio or Sound Booth
- + Order UChicago materials such as campus maps, calendars, business cards, and stationery

# UCHICAGO ARTS COMMUNICATIONS

## OFFICE LOCATION

📍 Logan Center for the Arts (915 E 60<sup>th</sup> St)

## PRIMARY CONTACT

**Brook Rosini**, Assistant Director of UChicago Arts Communications  
**rosini@uchicago.edu** | **773.702.2997**

UChicago Arts Communications splits its time at **40%** to UChicago Arts broadly conceived, and **60%** to the Logan Center.

## UChicago Arts

**UChicago Arts** connects and amplifies the impact of the University's nearly 100 arts organizations, initiatives, and academic programs. This work brings together the efforts of students, faculty, artists and community partners to infuse creativity throughout the intellectual life on campus while solidifying the University's role as a cultural destination and resource on Chicago's South Side, throughout Chicago, and beyond.

UChicago Arts entities include curricular departments, committees, and programs (Art History, Cinema and Media Studies, Creative Writing, DoVA, Music, TAPS), professional and presenting organizations (Smart Museum of Art, UChicago Presents, Court Theatre, Rockefeller Chapel, Oriental Institute Museum), initiatives (Arts, Science & Culture Initiative; Gray Center for Arts and Inquiry; Logan Center for the Arts; Arts + Public Life), RSOs, and cultural partners that attract significant visitors to campus, such as The Renaissance Society and Robie House. For a full list of UChicago Arts partners, visit [arts.uchicago.edu/explore](https://arts.uchicago.edu/explore).

## UChicago Arts Communications offers the following services to campus and partner arts entities, with a focus on amplifying the work of arts partners:

### + UChicago Arts marketing and communications

- Quarterly Arts Guide (print and digital)
- Monthly emails (ArtsMail, campus exhibitions)
- Arts Grants communications (emails, Facebook ads, posters)

### + Digital content management

- Amplifying partner social media activities
- Managing UChicago Arts social media channels (Facebook, Twitter, Instagram, and YouTube)
- Select email communications
- Arts website management, support, and strategy

## Reva and David Logan Center for the Arts

Designed as a home for the creative life of the University of Chicago campus and the City of Chicago, the **Reva and David Logan Center for the Arts** is a partner, resource, and catalyst for developing deeper cultural networks and richer creative projects citywide and beyond. The Logan Center is a place where boundaries dissolve and artistic work is amplified through a web of collaborative partners. More than just a building, it is an innovative hub for arts education for UChicago students, Chicago Public School students, and families. Logan Center is a platform to showcase today's most innovative creators across all genres, and a locus for impactful and collaborative artistic innovations with partners in nearby South Side communities and across Chicago.

The Logan Center includes the Arts, Science & Culture Initiative, Logan Center Community Engagement, Logan Center Exhibitions, Logan Center Media Center, Logan Center Operations, Logan Center Shop, University Arts Engagement, and community partners.

## UChicago Arts Communications offers the following services to the Logan Center:

### + Advertising

- Co-managing budgets
- Designing ad creative
- Developing ad strategy and plans
- Managing outlet relationships
- Placing ads
- Writing ad copy

### + Collateral production (print and digital)

- Co-managing budget
- Copywriting
- Copyediting
- Design
- Managing print vendors and street teaming vendors
- Communications planning

### + Advising on strategy

- Developing key messaging
- Developing communications plans
- Budget projection

### + Digital content management

- Amplifying social media activities
- Co-managing email communications
- Monthly Logan Center events email
- Website support and strategy

### + Multimedia

- Booking Creative photographers
- Coordinating with Creative or providing advisement on video
- Developing brand systems or providing initial concepts or guidelines

### + Advisory support on which multimedia elements, if any, are best suited to reach your programmatic and audience goals within your budget

- PR / Media relations
- Co-managing PR consultants
- Editing press releases and pitching story ideas to the News Office

# UCHICAGO ARTS COMMUNICATIONS QUICK GUIDE

X = Logan Center  
 X = Cross-campus collaborations  
 X = Arts partners

## UNIVERSITY COMMUNICATIONS

	UNIT AND PROGRAM COMMUNICATORS	OFFICE OF THE VICE PRESIDENT FOR COMMUNICATIONS	NEWS OFFICE	UCHICAGO CREATIVE	UCHICAGO ARTS COMMUNICATIONS
Ad strategy, planning, and placement				X	X
Advisory support on communications strategy, budget					X
Archive or purchase photos on PhotoStore	X			X	
Arts news story planning		X	X		X
Bedework calendar entry	X				
Brand identity development				X X	X X
Communications strategy and planning		X			X X X
Content development	X				
Digital content management				X	X X
Email communications	X		X		X X X
Email development	X				
Hiring/managing freelancers for video, photography, etc.	X				
Listserv management	X				
Live webcast or simulcast				X	
Major institutional announcements		X			
Multimedia support (booking photo/video)					X
Order UChicago materials (business cards, calendars, etc)				X	
Outreach	X				
Photography or video production				X	
PR / media relations	X	X X	X		X
Print and digital collateral production				X X	X
Program descriptions	X				
Reserve the TV Studio or Sound Booth				X	
Signage		X			
Social media management	X	X			X
Story pitching (to News Office)	X	X			X
Website content updates	X				X