Program

Marketing Your Cultural Heritage Institution

Kansas City Public Library - Central Branch
Helzberg Auditorium
September 29, 2007
9:00 a.m. - Noon

An Educational Symposium Sponsored by The Kansas City Area Archivists
www.umkc.edu/kcaa
Symposium Schedule

9:00 a.m.  Welcome and Introduction of Opening Speaker, Rebecca Smith

9:05-9:50 a.m.  Opening Address by Rebecca Smith (followed by audience questions)

Rebecca Smith, public relations and advancement director at the University of Kansas Libraries, will present a step-by-step guide to building a communications plan and highlight basic media relations tips and tricks for increasing coverage. She will also talk about how to garner support from all levels in your organization to further your public relations program.

9:50 a.m.  Break

10:05-11:45 a.m.  Panelists’ Presentations and Discussion (followed by audience questions)

Panelists include:

- Rachel Casey, who will talk about “Branding on a Budget,” including the low-budget, low-staff reality of media relations, printing, and Web management
- Bobbi Rahder, who will discuss some of the global issues affecting heritage institutions and how to use marketing and branding techniques to get support from both communities and businesses
- Anita Dixon, who will discuss the boom of cultural tourism as economic development for rural and urban communities and provide direction for small businesses in this $800 billion global market

11:45 a.m.- Noon  Closing remarks and Door Prize Drawing

12:00-12:30 p.m.  Fall KCAA Membership Meeting

12:30-1:00 p.m.  Tour of the Missouri Valley Room

Mary Beveridge, Curator of Special Collections, will conduct a tour of the library’s Missouri Valley Room, home of one of Kansas City’s finest collections of photographs and manuscript treasures documenting Kansas City area history.
Meet the Speakers

Opening Speaker: Rebecca Smith

Rebecca Smith is the public relations and advancement director at the University of Kansas Libraries. A communications strategist, she manages marketing, communications, and media relations for the libraries as well as major gifts and annual fund-raising efforts. Prior to joining KU in January, she was the public relations director for the University of Wisconsin-Madison School of Business. She has experience in constituent relations, branding, communications planning, crisis communication, and development. Rebecca holds a master’s degree in strategic communication from the University of Wisconsin-Madison and an undergraduate degree in advertising from the University of Nebraska-Lincoln. She is a member of the Public Relations Society of America.

Panelists: Rachel Casey, Bobbi Rahder, and Anita Dixon

Rachel Casey is the interim executive director of the Irish Museum and Cultural Center, which opened in Union Station on St. Patrick’s Day, 2007 where she is focusing on the Irish Center’s programming, communications, and marketing. Rachel graduated from Kansas State University in journalism. She has worked for national youth and trade associations in Washington, D.C., and in Kansas City for the Kauffman Foundation, public relations and advertising agencies, and as a consultant specializing in Branding on a Budget and other communications strategies for nonprofits.

Bobbi Rahder is an assistant professor at KU in both the Indigenous Nations Studies and Museum Studies graduate programs. Bobbi has worked in museums and archives in several states for over 20 years, and was archivist/curator for Haskell Indian Nations University for 10 years. As director of the Haskell Cultural Center and Museum, she developed a cultural preservation program and taught classes in the university’s American Indian Studies Program. Bobbi has a Master’s degree in Museum Studies from KU and, since returning in 2002 to work as a professor in that program, has helped develop a unique course of study focused on training indigenous students to become museum managers, archivists, and records managers.

Anita J. Dixon is president of Cultural Conventions and Visitors Services (CCVS), a culturally based consulting firm that centers on ethnic sites and attractions and develops and implements tourism strategies in the urban communities of the Midwest. Recognized by President Bill Clinton, Vice President Al Gore, Senator John Ashcroft, and Senator Kit Bond for her accomplishments, she has been integral in the passage of House Bill HR 1635, The National Network to Freedom Act, which preserves the sites of the Underground Railroad throughout Canada and the United States. Recent accomplishments include development and marketing of the “Goin’ To Kansas City Plaza: at 12th St. & Vine,” which provides an international press tour for the unveiling of Kansas City’s global identity, and preservation of Jazz as tourism.