
Indianapolis Museum of Contemporary Art

iMOCA

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Who is iMOCA?

The Indianapolis Museum of Contemporary Art (iMOCA) began in 2001 and functions as Indianapolis' only museum dedicated solely contemporary art. As a non-collecting institution, iMOCA's mission is to bring contemporary exhibitions and programs to the Indianapolis community to stimulate minds, inspire new discoveries and demonstrate the vital connections between visual culture and life. iMOCA strives to present artwork that increases the understanding and appreciation of contemporary visual culture and provoking dialogue.

iMOCA has operated as a "museum without walls," mounting exhibitions throughout Indianapolis at venues including the Stutz, Herron School of Art and Design, and Key Cinemas. Recently, iMOCA entered into a partnership with Buckingham Companies and Buckingham Foundation to program a gallery space in The Alexander Hotel at CityWay.

**Majority of
survey takers
had never
heard of
iMOCA.**

The Situation

The identified problem facing the organization is a lack of awareness.

In a survey of people of various ages and backgrounds:

- Majority of those who had heard of iMOCA also replied that they considered themselves a part of the art community.
- A large portion of respondents who had heard of the organization also replied that they rarely visit art museums or galleries

The awareness problem has resulted in a lack of:

- Event attendance
 - Awareness of the organization's overall mission
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Only
organization
dedicated
solely to
contemporary
art.

The Organization

Strengths:

- Competitive Edge
- Dedication
- Financial Stability

Weaknesses:

- Locality
- Small staff
- Membership

Opportunities:

- Community
- Interest

Threats:

- Competition
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The Key Publics

Indianapolis Art Community:

- Ages 19-30, some education on art
- Artists, art students, and fans of contemporary art
- Previous event attendees

Indiana Arts Commission:

- Government-issued grants are the source of almost all iMOCA funding

iMOCA iNSIDERS:

- Paid members which receive special incentives including:
 - emails with exclusive events
 - discounts on rentals
 - special event invitations

Goals & Objectives

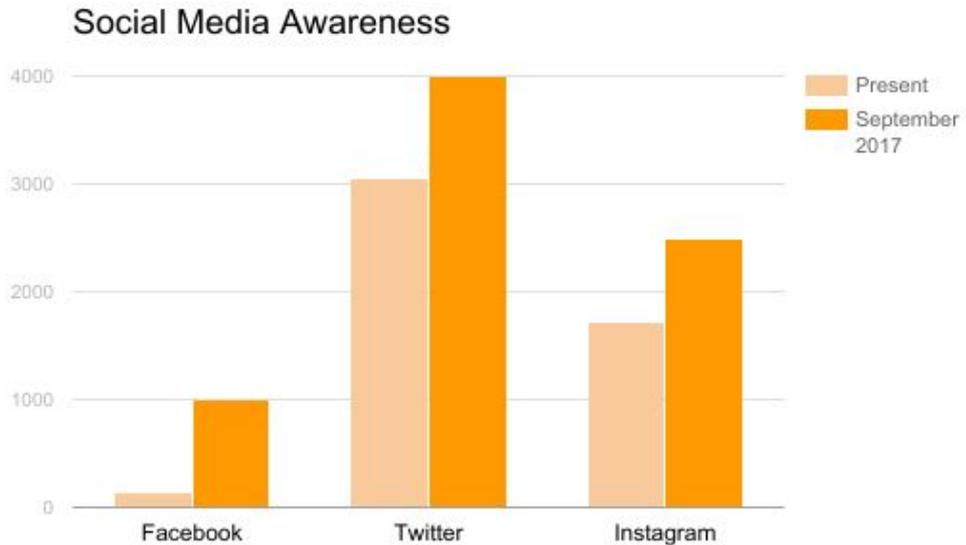
"To design and implement a cohesive communications plan over the summer of 2017 in order to streamline the organization's public relations strategies."

- Objective One: "To create a consistent use of iMOCA branding for use throughout peak event season, from May 2017 to October 2017."
 - Objective Two: ""To simplify overall tactics that were previously in use, in order to ease the use of communications tools for the organization's staff members, by presenting them with a concise plan at the end of April 2017."
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Goals & Objectives

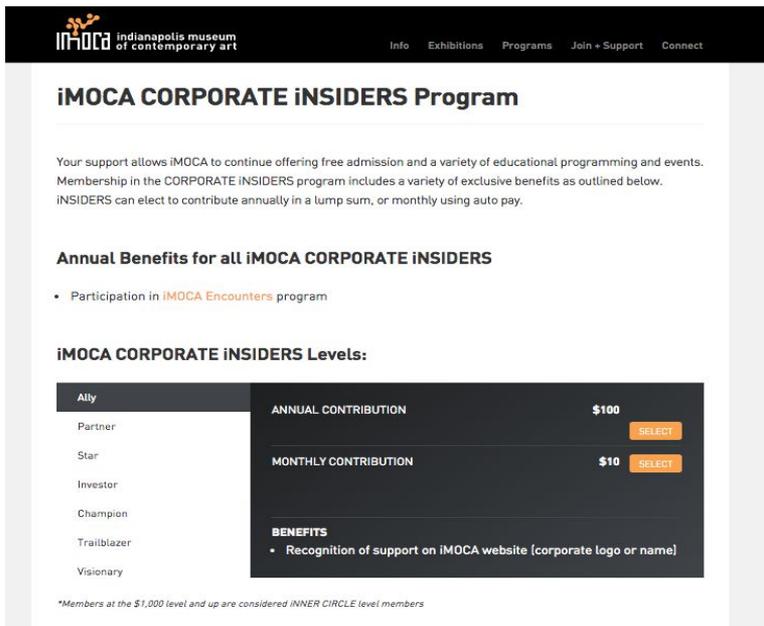
"To increase Indianapolis residents' awareness of iMOCA events and exhibitions by the fall of 2017."

Facebook: 1,000
Instagram: 2,500
Twitter: 4,000
Events: 2,000



Goals & Objectives

"To increase awareness of iMOCA among art organizations and other businesses alike while developing more personable relationships with corporate sponsors over the next two years."



The screenshot shows the iMOCA Corporate Insiders Program page. It includes a navigation bar with links for Info, Exhibitions, Programs, Join + Support, and Connect. The main heading is "iMOCA CORPORATE iNSIDERS Program". Below this, a paragraph explains that support allows iMOCA to offer free admission and educational programming. It also states that membership includes exclusive benefits outlined below. A bullet point lists "Participation in iMOCA Encounters program". Under "iMOCA CORPORATE iNSIDERS Levels:", there is a table with columns for membership level, annual contribution, and monthly contribution. The "Ally" level is highlighted. The table shows an annual contribution of \$100 and a monthly contribution of \$10, both with "SELECT" buttons. A "BENEFITS" section lists "Recognition of support on iMOCA website [corporate logo or name]". A footnote at the bottom states: "*Members at the \$1,000 level and up are considered INNER CIRCLE level members".

Level	ANNUAL CONTRIBUTION	MONTHLY CONTRIBUTION
Ally	\$100	\$10
Partner		
Star		
Investor		
Champion		
Traillblazer		
Visionary		

- Objective: "To create and publish an annual report for iMOCA's website, iMOCA's iNSIDERS and corporate iNSIDERS programs, and for the general public by the end of the 2017 fiscal year."
- Objective: "Increase overall memberships by attaining at least 20 new memberships in both the corporate and general public iNSIDERS programs."

Proactive Action Strategies

- Research
 - Special Events
 - Alliance
 - Community Engagement
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Key Message

"iMOCA brings Indianapolis communities together and stimulates minds through appreciation and exhibition of contemporary art."

"iMOCA is an integral part of the Indianapolis art community as the only museum dedicated solely to contemporary visual culture in the city."

Tactics

- **Social Media** - branding toolkit; examples of posts.
 - **Co-Op** - collaboration between iMoca and other local art organizations and artists
 - **Press Releases** - established media list including radio, newspaper, magazines, and online outlets
 - **Apps and Digital Media** - free and easy way to share content and important exhibition information
 - **Website** - updated with relevant information and coverage of INSIDERS program
 - **Email Marketing** - efficient and cost-effective method for event announcements and maintaining contact with INSIDERS
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How will this be implemented?

Email marketing:

- iNSIDERS Programs
 - Corporate: monthly; special events at least a month out
 - Regular Members: Twice per month = beginning of the month= news/events ; 2nd= local community projects/endeavors

Digital Footprint

- Piggyback App provides iMOCA a free and easy way to create content fast that can be used for visitor gallery information, program highlights, and even tour stops in specific galleries offering audio dialogue clips, additional photos, fun facts and behind-the-scenes video from the artist.
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Social Media Tactics

Become a #iMOCA INSIDER & get exclusive invites to events. Details here:
bit.ly/2hIK4zs



TIME	OUTLET		DETAILS
Eight weeks out	Internal	Event details finalized	Event details finalized, tweets scheduled, press release final edits, draft pitch, media list secured, etc.
Six weeks out (week one)	Local/National Media	Announce Event	Via a press release, to local and national media
Six Weeks out (week one)	Twitter	Announce Event	Tailoring social media posts for each platform. Twitter: include graphic (or <u>artist</u> work if possible), use all tags, short & sweet, link to website with more information (bitly -to track analytics)
Six weeks out (week one)	Facebook	Announce Event	Tailoring social media posts to each platform. Facebook: include graphic (or <u>artist</u> work if possible), use all tags, more detailed, small bio of artist, link to website with more information (bitly -to track analytics)

Join us in making a difference in the art community. YOU can help by donating or becoming a sponsor. Become an iNSIDER and always be in the loop. <http://bit.ly/2hIK4zs> #iMOCA



iMOCA – Stimulating minds with contemporary exhibi...

Sarah Hobbs is known for work that "examine(s) concepts that involve the human ...

INDYMOCA.ORG

Press Release & Media

	A	B	C	D	E	F
1	Contact Name	Outlet Name	Contact Title	Contact E-mail	Contact Phone Number	Contact City
2	Abbey-Lambertz, Kate	Huffington Post, The	National Reporter	kate.abbey-lambertz@huffingtonpost.co	(212) 652-6400	Detroit
3	Azimi, Negar	Bidoun	Senior Editor	negoush@mac.com		Brooklyn
4	Basset, Erin	Color Me Styled	Blogger	colormestyled@gmail.com		Chicago
5	Beall, Jeff	X-TRA Contemporary Art Quart	Co-Publisher	editors@x-traonline.org	1(323) 982-0279	Los Angeles
6	Berens, Stephen	X-TRA Contemporary Art Quart	Co-Publisher	editors@x-traonline.org	1(323) 982-0279	Los Angeles
7	Bhide, Monica	Bhide, Monica	Freelance Writer	monica@monicabhide.com	1(703) 869-1211	Dunn Loring
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9	Birrell, Ellen	X-TRA Contemporary Art Quart	Co-Publisher	editors@x-traonline.org	1(323) 982-0279	Los Angeles
10	Buckley, Annie	Buckley, Annie	Freelance Writer	anniebuckley@sbcglobal.net		
11	Buckley, Annie	Los Angeles Review of Books	Contributing Editor	anniebuckley@sbcglobal.net		Los Angeles
12	Byrd, David	Voice of America Radio Networ	Contributor	dbyrd@voa.gov	1(202) 203-4959	Washington
13	Byrd, David	American Café - Voice of Americ	Host & Producer	dbyrd@voa.gov	1(202) 205-9942	Washington
14	Carson, Andrea	View on Canadian Art	Blogger	andreamcarsonbarker@gmail.com		Toronto
15	Cole, Harriette	TODAY - NBC Television Networ	Contributor, Lifestyle	askharriette@harriettecole.com	1(212) 664-4602	New York
16	Collins, Heather	KMXB-FM	On Air Personality	heather@mix941.fm	(702) 257-9400	Las Vegas
17	Crabb, Kemper	HM	Art Columnist	letters@hmnagazine.com	1(512) 989-7309	Houston
18	Creahan, Daniel	Art Observed	Blogger	info@artobserved.com		New York
19	Crow, Kelly	Wall Street Journal - WSJ Weekl	Art Markets Reporter	kelly.crow@wsj.com	1(212) 416-4898	New York
20	Crow, Kelly	Wall Street Journal, The	Art Markets Reporter	kelly.crow@wsj.com	1(212) 416-4898	New York
21	Cuzner, Dave	Grain Edit	Founder & Senior Editor	hello@grainedit.com		
22	Dennis, Carrie	Thread, The	Editor	cdennis@thrillist.com	1(646) 786-1925	New York
23	Desmarais, Charles	San Francisco Chronicle	Art Critic	cdesmarais@sfnchronicle.com	1(415) 777-1111	San Francisco

FOR MORE INFORMATION
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FOR IMMEDIATE RELEASE

ATTEND AN EXCLUSIVE DEMONSTRATION WITH ONE OF INDY'S HOTTEST ARTISTS

Indianapolis Museum of Contemporary Art presents: Glass Artist Benjamin Johnson

INDIANAPOLIS, MARCH 13, 2017 - The Indianapolis Museum of Contemporary Art will be hosting the Benjamin Johnson [Spacetime](#) Catalog Release and Demonstration on Saturday, April 8 from 4 p.m. to 6 p.m. at the Indianapolis Art Center. It will be an opportunity for 30 ticket holders to watch a glass-blowing demonstration and listen to the artist discuss the creation of [Spacetime](#), a series of prints of the moon's lunar cycle.

Tickets are \$50.00 each and the perks of attendance include: a glow in the dark pint glass handmade by featured artist Benjamin Johnson and a copy of the [Spacetime](#) exhibit catalogue. Guests will also enjoy Sun King Beer and light hors d'oeuvres from Black Plate catering. Johnson will do a glass blowing demonstration and discuss how he created his [Spacetime](#) prints of the moon's lunar cycle.

How will this be evaluated?

Record and Analyze

- event attendance numbers
- followers on social media
- awareness survey results
- increases in insiders members
- changes in financial contributions
- insiders attendance at events