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.

CONTENTS

UNIT AND PROGRAM COMMUNICATIONS

UNIVERSITY COMMUNICATIONS & UCHICAGO ARTS COMMUNICATIONS

University Communications
Office of the Vice President for Communications
News Office
UChicago Creative

UChicago Arts Communications
UChicago Arts
Reva and David Logan Center for the Arts
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.

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
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
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

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)
+ Purchase photography through PhotoStore (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 60th 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.

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

+ 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

+ Advising on strategy
  - Developing key messaging
  - Developing communications plans
  - Budget projection

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

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