

COMMUNICATIONS

KIERSTEN NEUMANN

The OI has seen a number of changes over the past year with respect to its communications program. In October, Emily Teeter retired from her position as special exhibitions coordinator, in which capacity she also oversaw publicity for the Museum. We want to thank Emily for her efforts promoting the Museum's exhibits, programs, and events across media platforms and for collaborating with colleagues on campus and throughout Chicago. We would also like to thank the marketing company Social Media Moo, LLC, who managed our social media efforts from April 2016 until March 2018. In April 2018, I was very pleased to accept the position of communications associate, in addition to my role as curator at the museum. Assuming the responsibility of executing the OI's marketing, public relations, and branding strategies is no small feat. However, I cannot think of a better time to take on these efforts and am excited to be given the opportunity to help raise the visibility and profile of the OI among UChicago students and campus community, current and future donors, researchers, and potential Museum-goers from around the world. Since January 2018, we have been working with central University Communications, UChicago Creative, and the consulting firm Lipman Hearne on branding and messaging for the OI. As we finesse the brand story, core messages, and visual brand, we are confident that the end product will capture in every respect the identity of the OI — a pioneering interdisciplinary research center that advances knowledge and discovery related to the ancient Middle East through field-defining excavations and research projects, the creation of transformative dictionaries that serve as cultural encyclopedias, centers for the preservation of the region's imperiled cultural heritage, and an unparalleled collection of artifacts and archival documents from excavations in the Middle East in our Museum. We look forward to officially rolling out our new brand strategy and message platform in 2019 as we begin promoting and prepare for our upcoming centennial. In association with marketing materials specific to the centennial, we are developing a microsite to showcase the events and exhibits of our 2019–20 celebratory year.

While we have reduced our marketing endeavors as we await our new branding, we did not hold back on promoting our much anticipated 2017–18 special exhibit, *Book of the Dead: Becoming God in Ancient Egypt*. In addition to features with WBEZ and the Hyde Park Herald, street pole banners, rack cards, and a creative assortment of merchandise, articles on the exhibit were published with *KMT* magazine, *UChicago News*, *UChicago Magazine*, and *OI News & Notes*. The exhibit kicked off with an opening lecture at the members' preview, which was followed by over three dozen curator-led tours of the exhibit and curator lectures promoting the exhibit through local institutions and the OI community scholars program. The exhibit catalog was highlighted at two events; the first was hosted by the Seminary Coop, where curator Foy Scalf was joined by special guest Rita Lucarelli from Berkeley, and the second by 57th Street Books, where writers read fiction inspired by the exhibit. Associated lectures by Peter Dorman and David Silverman on themes relating to the exhibit were hosted by ARCE (American Research Center in Egypt) and OI membership.

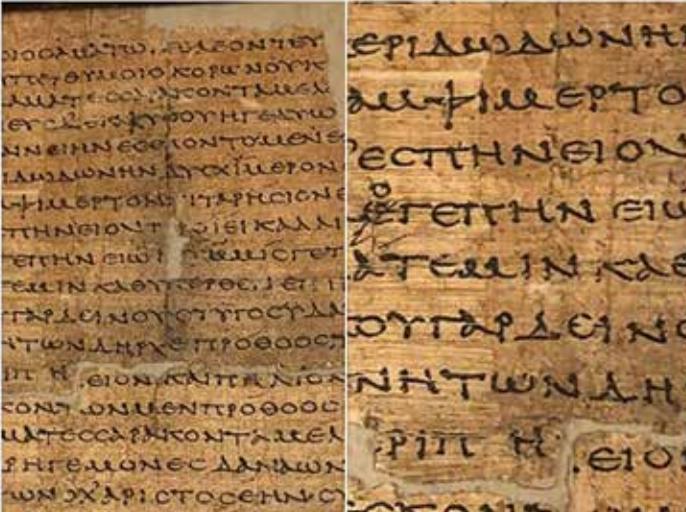
We continue to work on increasing our social media presence, sharing information through trending posts, and engaging in campus and cross-museum campaigns. This growth has been possible over the past year thanks to the efforts of Social Media Moo, LCC, and more recently with a cross-departmental team of Polina Kasian, Kiersten Neumann, Calgary Trautman-Haines,

 Oriental Institute - University of Chicago added 2 new photos.
May 30 · 🌐

A fragment of Homer's Iliad!

This papyrus was excavated by Grenfell and Hunt at the site of Oxyrhynchus in the Fayyum (E2058, not on display published as P. Oxy. 21) at the end of the 19th century. The Oriental Institute has a number of Oxyrhynchus papyri in its collection, in total 29. This piece preserves part of Homer's Iliad, specifically Book II. 745-764. This section includes the last part of the Catalogue of Ships which lists the Achaean army contingents that sailed to Troy. This papyrus lists the ships of the Lapiths, Erienes and Peraebi, and the Magnetes. A large number of papyri of the Iliad have been found at Oxyrhynchus, attesting to an Egyptian audience for such manuscripts in the Roman period.

When one looks at the papyrus, one can see that there are some corrections to the papyrus in cursive, which were made in a second hand. This is probably the same person who added the accents, breathings, stops, and marks of quantity.



LEFT: OI Facebook post of a fragment of Homer's Iliad.
RIGHT: The OI Instagram page, showing most recent posts.

 Instagram

 **theorientalinstitute**
Follow

The Oriental Institute
A leading research center for the ancient Middle East
museum with artifacts excavated mainly by OI and
oi.uchicago.edu

122 posts 69 followers





Tasha Vorderstrasse, and Matt Welton. Our Facebook base has risen 7.8%, reaching a total of 23,000 followers from across the globe. Our number one most engaging post was a photo highlight of the Museum’s papyrus fragment of Homer’s Iliad excavated at the site of Oxyrhynchus in the Fayum at the end of the nineteenth century. This piece, which preserves part of Book II. 745–64 of the Iliad, reached 41,300 people, with over 1,900 reactions, comments, and shares. On Twitter, we have attracted 23% more followers, reaching a total of 10,761. In August, when our fidgetspinner look-alike in the Mesopotamian Gallery went viral, we jumped on the opportunity to be involved in the hype, posting a photo of a new label we placed beside the macehead; the tweet received 20,863 impressions. This was outmatched by three tweets in April and May 2018: a photo of the fragment of Homer’s Iliad, the Amarna tablet, and a #TBT post of an archival photograph of OI excavations at Khorsabad (see overleaf), featuring the south citadel gate with its monumental stone lamassus; the latter received 48,203 impressions, making it our top tweet of the year. In March 2018, the OI joined the world of Instagram, sharing engaging photos and stories about the OI and its collections. On YouTube our subscription base has once again jumped exponentially, reaching a total of 15,269, up a significant 69% from last year. Next year our social media platforms will be a feast for the eyes with the launch of our new branding and messaging!