

PUBLICITY

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We continue to combine strategies for publicizing Oriental Institute programs — primarily paid advertising, along with obtaining press coverage. Among the venues for paid advertising this year were *Footlights* (the program for Court Theatre), *Time Out Chicago*, the program for the Black Harvest Film Festival, the *Hyde Park Herald*, *Chicago Life*, and *UChicago Arts* quarterly magazine. We also ran a series of sponsorship messages on WBEZ public radio for both the Persepolis exhibit and the museum generally. Our new account executive at WBEZ was so impressed by a tour of our galleries that she persuaded the station to donate additional spots.

Rack cards continue to play a role in our effort to raise awareness of our galleries and programs. This year, we had a general museum card featuring King Tut and another for the Persepolis exhibit (fig. 1). Wahied Helmy continues to distribute the cards for us. This has become more difficult with the closure of the three downtown Chicago tourist information centers that served as major outlets for our material. The cards continue to be distributed at airports, hotels, restaurants, community centers, arts fairs, and at many other venues.

The Oriental Institute was featured on a wide range of media, including three brief stories on WCIU TV in March by reporter Chris DeRose about our artifacts and events. *Archaeology Magazine* (May–June 2016) ran an article, “The World’s Oldest Writing,” with comments from

Professor Martha Roth about texts on the Hammurabi stela. The Art Institute of Chicago, the Getty Institute, and the Oriental Institute shared credit for a video featuring the work of Associate Professor Ray Johnson and his colleagues, who discovered that a fragment of a statue of Antinous, part of which is in Chicago, part in Rome, joined each other. Other coverage included a lengthy story, “Preserving Persia’s Glorious Past,” by our good friend William Harms, that appeared on the University’s main webpage in May 2016. The humorous historical website Atlas Obscura ran a feature on August 12, “The Real Housewives of Ancient Egypt Had 8-Foot Long Prenups,” focusing on our Demotic annuity papyrus. The celebration of the Volunteers’ 50th anniversary led

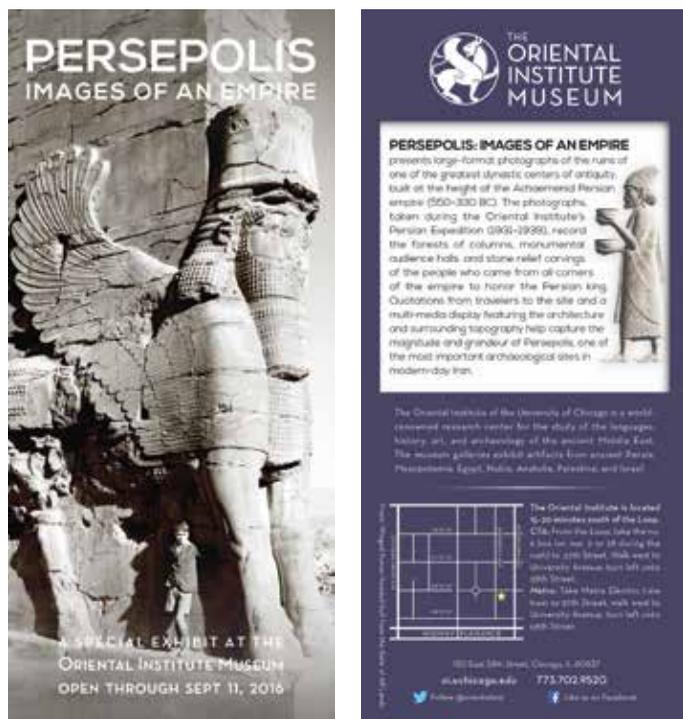


Figure 1. Rack card for Persepolis exhibit, designed by Josh Tulisiak

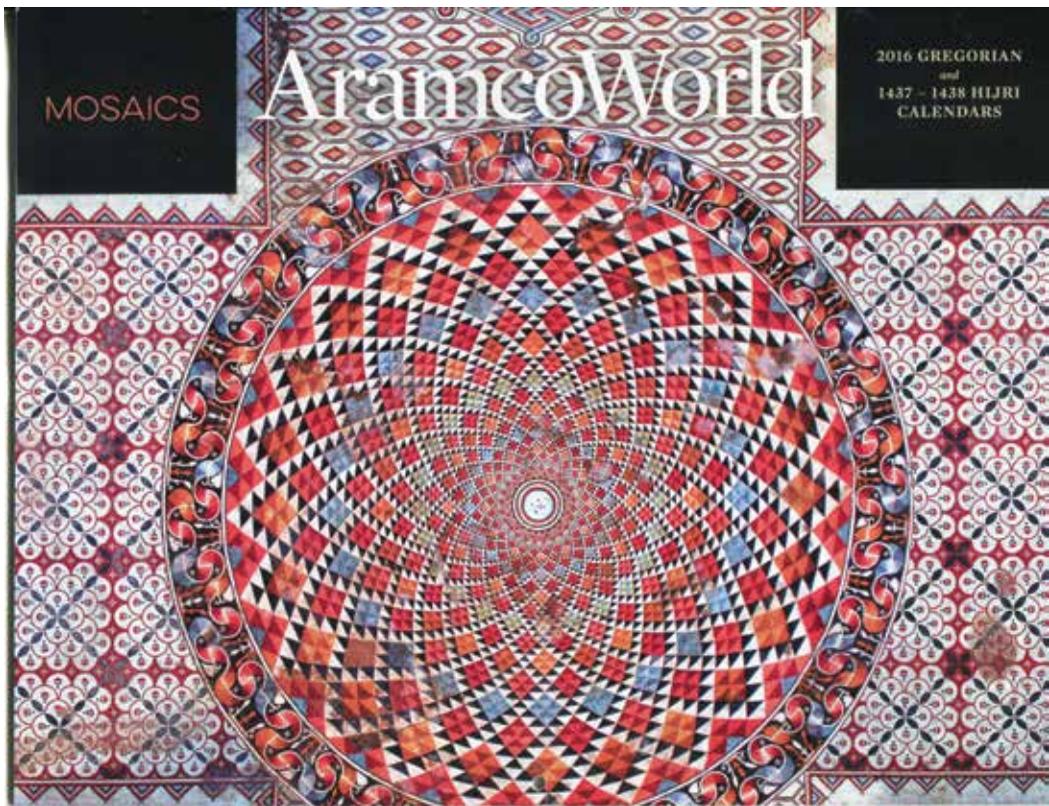


Figure 2. Cover of the ARAMCO world 2016 calendar featuring images from Donald Whitcomb's project at Hisham's Palace, Jericho-Mafjar

to a wonderful interview with Carlotta Maher on the local NBC channel followed by an extensive feature in *Classic Chicago Magazine*, "Carlotta Maher, Queen of the Nile," by Judy Carmack Bross. We thank volunteer Deborah Halpern for the success of that coverage.

Other press coverage included an extensive story in the January/February 2016 issue of *ARAMCO World* (print circulation 500,000) about the "Cosmopolitan City" (Fustat) exhibit. While touring the Oriental Institute Museum, the magazine's editor noticed the recent publication by Donald Whitcomb documenting the decoration of Hisham's palace at Jericho-Mafjar, and he decided to use the images for their 2016 calendar (fig. 2). This was incredibly valuable exposure for our research and publications. We were also included in the 2016 edition of the "Daily Art History Calendar," with six of our objects featured (fig. 3).

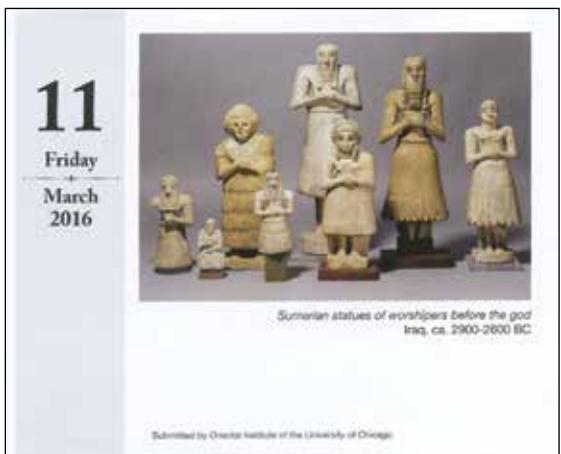


Figure 3. Calendar page featuring a group of our Sumerian statues

We have engaged Moriah Grooms-Garcia, CEO and founder of Social Media Moo, LLC, to handle our online profile and communications (see *Social Media*). Moriah was a former member of our Public Education and Outreach Department and an important member of the team that managed our social media, so it has been a seamless transition. Watch for her witty and interesting posts and tweets.

The galleries continue to be in demand for filming. During the last year we had film crews in the Nubian, Mesopotamian, and Egyptian galleries. Although filming can be disruptive and a draw on staff time, it provides additional exposure and a modest stream of revenue.

Collaboration plays an important role of our publicity efforts. We have developed close relations with the Egyptian consulate here in Chicago, working on a series of programs. One that got off the ground in February 2016 is their “Learning Lunch,” an informal lunchtime program in which Oriental Institute faculty, staff, and graduate students give a talk accompanied by Egyptian food prepared by the consulate’s chef. We continue to work with the Consul General, Mr. Mohamed Abu el-Dahab, and the Deputy Consul General, Mrs. Heba M. Zaki, on additional programs including an Egyptian film festival and, hopefully, teachers’ program.

Another longer-standing collaboration is our partnership with Museum Campus South, a consortium of seven local cultural institutions. Last year, we offered a popular “Nights at the Museums” event that we are repeating this summer, and we continue the “passport program” (see *2014–2015 Annual Report*, p. 245). Thanks to a generous grant from Boeing, the consortium has engaged a marketing team, TeamWorks Media, to help shape our message and future publicity efforts.

In the coming year, we hope to develop new ways to reach out to potential visitors and those who are interested in the work and mission of the Oriental Institute.
