

CALIFORNIA AFRICAN AMERICAN MUSEUM'S (CAAM) EXHIBIT OF HALF PAST AUTUMN: THE ART OF GORDON PARKS



OBJECTIVES >>>

- Publicize the museum's exhibition of the renowned exhibit in its only Southern California appearance.
- Coordinate public relations and marketing initiatives with CAAM and exhibit sponsors Ford Motor Company, Time Warner, Inc. and Warner Bros.
- Heighten the image and awareness of CAAM through a comprehensive campaign for Half Past Autumn.
- Create a grass-roots campaign to heighten the awareness and interest in the museum, the exhibit and artist Gordon Parks through community, professional and business partnerships.
- Increase attendance of the exhibit throughout its three month visit in Los Angeles and increase CAAM memberships.
- Create a statewide campaign targeting Southern California - from Los Angeles to San Diego.

STRATEGIES >>>

- Design and coordinate advertising campaign, using key image of artist Gordon Parks in magazine print advertisements and for "pole banner" campaign.
- Secure radio media partner to produce and broadcast ads and public service announcements promoting CAAM and the Half Past Autumn.
- Promote Parks' legendary artistic contributions as artist, photographer, musician, writer and filmmaker to appeal to broad audiences across the demographic spectrum, including students and youth.
- Organize, plan and promote CAAM's opening night gala opening gala as an exclusive, "hot ticket" event; secure notable celebrity artists, actors, directors and notables as members of Honorary Host Committee and as guests.
- Secure tourism partner to assist in increasing awareness of CAAM and the Half Past Autumn exhibit with tourists and visitors planning trips to Southern California.

RESULTS >>>

- Agency oversaw the design, production and distribution of over 100 Half Past Autumn: The Art of Gordon Parks pole banners in strategic locations throughout Los Angeles.
- Over 18,000 Half Past Autumn "Save The Date" cards were designed, produced and distributed to alert museum patrons, statewide museum associations, photography schools, political officials and celebrities.
- Media partnerships were secured with KJLH radio, which ran paid advertisements and public service announcements; and with Where Magazine, where agency secured three months of prominent paid advertisement placement and concurrent editorial coverage of Half Past Autumn. This publication is for tourists and is distributed to over 300 hotel and resort properties throughout Southern California.
- Where Magazine also sponsored a private exhibit preview and reception for the Los Angeles Concierge Association, a professional group of concierges.
- Full-page, four color Half Past Autumn ads were also secured in targeted publications including KCET Magazine and Los Angeles Magazine.
- Agency assisted in the planning of CAAM's gala opening night reception for Half Past Autumn: The Art of Gordon Parks. Honorary Host Committee members were secured including actor Richard Roundtree, and filmmakers including Warrington Hudlin, Tina Andrews, Reggie Bythewood, Roy Campanella, Gina Prince Bythewood, Doug McHenry, Carl Franklin, John Singleton, Forest Whitaker, Bill Duke and Debbie Allen.
- Agency secured additional sponsorship from the prestigious American Cinematographers' Guild, which presented Gordon Parks with its first-ever Honorary Membership.
- CAAM's exhibit of Half Past Autumn: The Art of Gordon Parks was covered by print media including the Los Angeles Times; the Riverside Press-Enterprise; Los Angeles Magazine; the LA Daily News; LA Weekly; Radio Facts Magazine; the LA Sentinel; and by electronic and internet media including BET Movies; KPCC Radio; KJLH Radio; Black Talent News OnLine; and Soul Purpose.Com, among others.