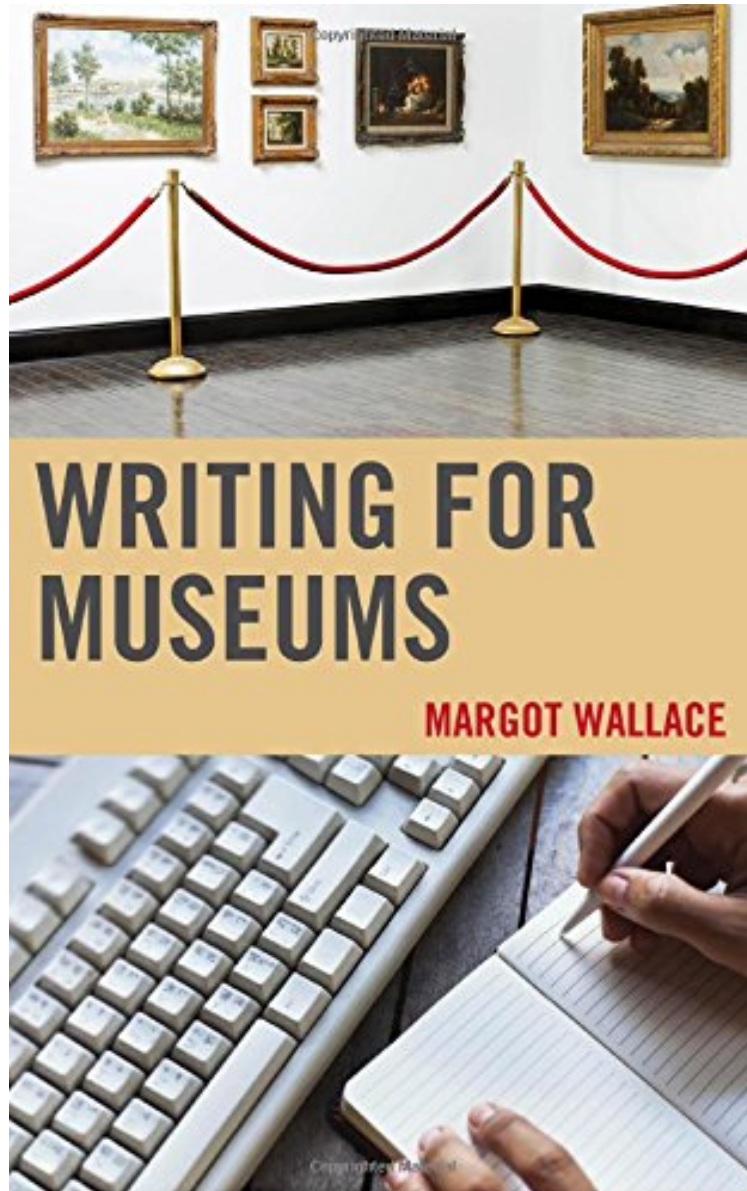


Writing for Museums

Margot Wallace

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Margot Wallace : Writing for Museums before purchasing it in order to gage whether or not it would be worth my time, and all praised Writing for Museums:

3 of 3 people found the following review helpful. Not just for museums, for sure!By Ed KingThis book could easily be titled "Best Ways to Communicate" - and the lessons taught are applicable to not only museums but ANY non-profit

organization seeking to understand the best ways and means of reaching out to present and potential audiences. The examples used by the author are VERY relevant and timely. They're illustrated with examples that anyone will readily appreciate. If you're responsible for writing brochures, blog posts, or ANY front-facing material, you should really read this book. I was extremely impressed!

1 of 1 people found the following review helpful. Ideas Galore
By Janet Miller
This book is full of ideas for large and small museums. Visitors, especially children, can give you wonderful feedback if you ask them. Methods of communication with people at different levels of knowledge and interest are covered (websites, newsletters, etc.). There are ideas for the store, the database, using social media, and creating surveys. At the end of the book is a short chapter with writing tips, then a 10-page reference section.

0 of 1 people found the following review helpful. Five Stars
By Mike Cosden
Great book with lots of tips and tricks for many different aspects of writing in the museum field.

Words are everywhere in the museum. Amidst all the visual exhibits, and in many non-exhibition areas, swarm a host of words, talking to a vast swath of people in ways that visuals cannot. Signage at the information desk, brochures, exhibition videos, guided tours, membership materials, apps, and store labels: in a multi-screen world, where information explodes in every corner of the field of vision, clarity comes from the presence of words among the feast of visuals, helping contemporary audiences feel at home. Research bears out the need for a range of learning tools and its not just visitors who benefit from verbal cues; donors, educators, community partners, and volunteers will all engage more effectively with the museum that explains its brand mission with good writing. Whether written by administrators, staffers, freelancers, or interns, words are delivered by people in your museums with the knowledge that they are to be interpreted by strangers. Your story is told everywhere, and with each narration it reinforces your brand; hopefully every single word reflects your brand. Each chapter tells how to put into words the stories you need to tell including:

Blogs
Brochures
Exhibition videos
Guided tour scripts
Collateral programming talks
Marketing plans
Proposals to community partners
Public Relations releases
Social Media
Solicitation letters
Surveys
Volunteer communications
Website

If you ever wished for a good writer, right on staff, ready to take on project, major or routine, heres the help youre looking for.

Whether written by administrators, staffers, freelancers, or interns, words are delivered by people in your museums with the knowledge, to be interpreted by strangers. Your story is told everywhere, and with each narration it reinforces your brand; hopefully every single word reflects your brand. If you ever wished for a good writer, right on staff, ready to take on project, major or routine, heres the help youre looking for. Writing for Museums will help all staff who write better --- and result in clearer communication with and education for --- all your visitors.

About the Author
Margot Wallace is an associate professor of marketing communication at Columbia College of Chicago who teaches courses in branding, marketing and writing, and has researched museum marketing for twelve years.