



media kit



Meet Imagine PR

Lindsey DelaTorre

Lindsey DelaTorre is a senior at the Walter Cronkite School of Journalism and Mass Communication. She is majoring in journalism with a concentration in public relations as well as a minor in special event management. She uses skills acquired as an athlete in her current internship with Sun Devil Athletics as well as GateWay Community College Athletics. During her time at both internships, she has learned a variety of different tactics ranging from media relations to graphic design. In addition, she is currently a member of the ASU Women's Club Water Polo Team and has been for the past three years. Sports have been a large part of DelaTorre's life, and she aspires to work in the sports industry after she graduates. Along with public relations, she acquired experience in special event management and has assisted with multiple events including weddings, triathlons and family events.



Krista Kull

Krista Kull directs the public relations and tourism department for Viljandi, an Estonian city with a population of approximately 19,000 and is famous for its folk music festivals.

She is responsible for public relations management as well as tourism and international relations development. She also participates in government operations for the City of Viljandi. Kull is a 2014-2015 Hubert H. Humphrey Fellow at the Walter Cronkite School of Journalism and Mass Communication.





She has experience in event planning and event management, as well as creating tourism strategies and writing press releases. She shares her extensive experience in working with foreign colleagues in marketing and event planning. She enjoys working with people. She likes hiking, travelling and getting to know new cultures. Her great passion is Thai boxing.

Sepeedeh Hashemian

Sepeedeh Hashemian is currently a senior at the Walter Cronkite School of Journalism and Mass Communication. She is also a member of Barrett, the Honors College pursuing a combined bachelor's and master's within her four years at Arizona State University.

Hashemian has interned with The City of Phoenix, Lionsgate, The Weinstein Company and Tarte Cosmetics. Aside from professional internships she serves as the publicity director for HerCampus ASU and is designing a social media campaign on behalf of aBloom Salon in Phoenix as her honors thesis project.

Hashemian's graphic design expertise has resulted in numerous DVD covers. She enjoys blogging, social media, videography, editing and is fluent in Farsi.



Courtney Merz

In the growing and fast-paced world that is public relations, Courtney Merz often finds herself enthralled with the latest trends and innovations in the field. While attending The Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Merz was able to find her niche in public relations at an early age.

Throughout her career, Merz has worked with several clients and agencies ranging from culinary





entertainment to luxury lifestyle and hospitality brands. Her most recent work while interning at J Public Relations in San Diego, California included media outreach and social media distribution for The US Grant Hotel, The Modern Honolulu and Rancho La Puerta Hotel among others. Other clients include Salt River Fields, Desert Stages Theater, R Entertainment Co. and Arizona PBS. While being fun loving and energetic at times, Merz's attention to detail and work ethic regularly exceed client expectations.

Executive Summary

The Phoenix Arts & Culture Commission (PAC), headquartered at City Hall, promotes and supports the arts and culture community in downtown Phoenix encompassing theatre, dance, literature, botany, science, visual art and history of the city. The PAC is comprised of 23 volunteers who are appointed by the Mayor and City Council to guide the city in terms of enriching the local arts and culture scene.

The PAC worked with an earlier PR Lab team named Enlighten PR in Fall 2013. Enlighten PR established a marketing plan for the PAC to follow in subsequent years that included a recommendation to create a social media presence for the PAC on Facebook and Twitter. Using this recommendation, the PAC crafted a case as to why it needed social media and presented it to The City of Phoenix, which resulted in acquiring access to Twitter and Facebook.



Imagine Public Relations sought to build upon the proposal from Enlighten PR and develop stronger Facebook and Twitter platforms. To determine which messages would be persuasive to the PAC's target market of arts and culture patrons, Imagine Public Relations conducted primary research through focus groups and a survey regarding the key young adult demographic, as well as secondary research about PAC organizations and an analysis of other arts communities with a similar profile to Downtown Phoenix. Imagine hosted focus groups with adults under age 30 (a demographic that the PAC had not studied previously) to gain a better understanding of what they look for in an arts and culture experience. Imagine Public Relations asked six students who attend the Arizona State University – Downtown Phoenix Campus questions about the arts and culture community in downtown Phoenix and how they think the PAC should use their social media to engage this audience. The focus groups provided valuable information that the PAC leadership can use to promote arts and culture through existing social media as well as future proposals to expand presence including YouTube and Instagram. A survey was distributed to five PR professionals in the downtown Phoenix arts and culture community by invitation only to gauge tactics they use to attract this younger demographic to their venues.

In addition to researching the PAC's organizational structure, mission and values, it was important to learn about similar organizations in other cities closely



resembling the Phoenix market. Imagine PR researched cities with a strong arts and culture presence that had similar budgets, population and median age to downtown Phoenix to gather insight as to how each city supported its local arts and culture community. These cities included San Diego, San Antonio, Jacksonville, Austin and Albuquerque. The research focused on how each city made use of social media to enhance their marketing and public relations efforts. Imagine PR also studied arts events that each city hosts to generate ideas that could reignite the arts conversation in downtown Phoenix.

Based on the research conducted on behalf of the PAC, it was determined that the main issues are a lack of engagement with the Arizona State University – Downtown Phoenix Campus and other residents under age 30. Although respondents are interested in what Phoenix offers, residents simply don't know how or where to acquire information about the 46 arts and cultural organizations under the PAC umbrella. The research revealed that creating marketing and social media plans to expand engagement and raise awareness about local arts gatherings, shows, exhibits and performances would prove most useful for the PAC and the downtown Phoenix area as a whole.



Introduction of Phoenix Arts & Culture Commission

History

The PAC started in 1985 and was created to “preserve and enhance the natural beauty of Phoenix, its cultural and artistic heritage and to encourage the proliferation of the arts in all facets of the public and private sectors” (PAC website). Since the creation of the PAC, the program has been expanded to include the Office of Arts and Culture. The City of Phoenix Office of Arts and Culture now manages the public art program, administers a grants program, promotes arts learning, conducts research, advocates for the arts and oversees the city’s cultural planning (PAC website). In addition to those programs, the PAC oversees 46 diverse organizations.

Mission and Vision

“The PAC supports the development, promotion and sustainability of Phoenix’s vibrant cultural community. The PAC advises City Council on the allocation of resources to support artists and cultural institutions; promotes cultural programs and events; advocates for and educates the public on the value of the arts;



and fosters public and private relationships to sustain these efforts (Phoenix Office of Arts and Culture, 2014).”

Tagline

“Art Works, Culture Connects”

Core Values

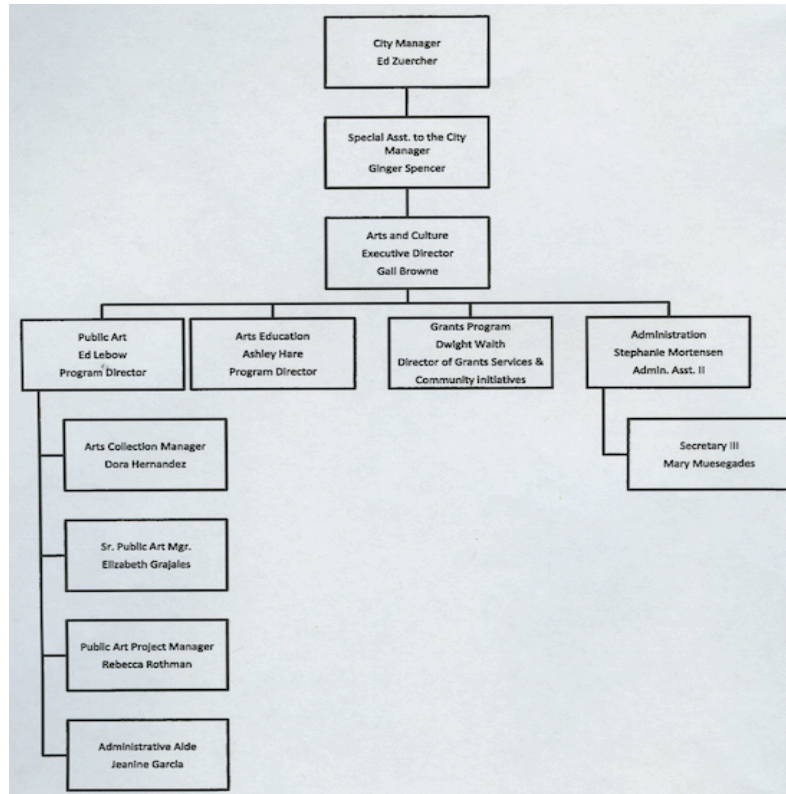
The PAC aims to support the development, promotion and sustainability of Phoenix’s vibrant cultural community. The organization values public art, arts education and community engagement.

Location

200 W. Washington St., 10th. Floor Phoenix, AZ 85003

Management Team Members

Below is the organizational chart for the Office of Phoenix Arts & Culture



List of PAC Organizations

The PAC funded the following organizations in the last year.

MUSIC	for Children	THEATRE
Arizona Opera	DANCE	Actors Theatre of Phoenix
Jazz in AZ	Ballet Arizona	Arizona Theatre Company
Musical Instrument Museum	Center Dance Ensemble	Black Theatre Troupe
Orpheus Male Chorus of Phoenix	Movement Source	Childsplay, Inc.
Phoenix Blues Society	CRAFT	Great Arizona Puppet Theatre
Phoenix Boys Choir Association	Free Arts of Arizona	iTheatre Collaborative
Phoenix Chamber Music Society	VISUAL	Phoenix Theatre
Phoenix Children's Chorus	Phoenix Art Museum	Rising Youth Theatre
Phoenix Chorale	Phoenix Center for the Arts	Valley Youth Theatre
Phoenix Conservatory of Music	Phoenix Film Foundation	CULTURAL
Phoenix Symphony Association	PSA Art Awakenings	African Association of Arizona
Red Rocks Music Festival	Release the Fear	Alwun House Foundation
Rosie's House: A Music Academy		Arab American Festival
CULTURAL (cont.)		
Arizona Matsui		
Arizona Science Center		



Children' Museum of Phoenix
Desert Botanical Garden
Heard Museum
Japanese Friendship Garden of Phoenix
Phoenix Chinese Week
Roosevelt Row CDC
Rosson House Heritage Square Foundation & Guild
Shemer Art Center & Museum Association
Xico

Major Markets

Imagine PR has identified five major markets of the PAC, which include the City of Phoenix, people under age 30, ASU students, young professionals and Phoenix residents. Phoenix is the sixth largest city in the U.S and is made up of 15 different villages. The PAC is very interested in engaging the local community and increasing participation in their events. Imagine has also suggested that the PAC engage with ASU students and create a formal relationship with the university because of its strong presence in downtown Phoenix. The PAC hopes to engage these markets in the future to increase awareness of its organization and members.

Major Competitors

The PAC's major competitors are the surrounding cities specifically Tempe, Scottsdale and Chandler. While Phoenix's population is more than 1.5



million, Tempe reports 168,228 people, Chandler's population is 226,918 and Scottsdale's is 249,146. Most of these cities have a visitor's bureau similar to the Phoenix Convention and Visitors Bureau that promote arts and culture in those areas. Even though these cities have significantly smaller populations, they register a significant engagement with their community on social media.



Image 1: PAC Facebook page has 809 likes



Image 2: PAC Twitter has 53 followers



Image 3: City of Tempe Facebook has 5,111



Image 4: City of Tempe Twitter has 14,200



Image 5: Scottsdale tourism Facebook has 57,814 likes



Image 6: Scottsdale tourism bureau Twitter has 29,800 followers



Image 7: Chandler Office of Tourism Facebook has 5,352 likes



Image 8: Chandler Office of Tourism Twitter has 1,000 followers



Situation Analysis

Arts and culture enhance the quality of life for Phoenix residents and visitors, attract businesses, generate jobs and stimulate the economy. According to the Arts & Economic Prosperity conducted by Americans for the Arts in 2010, the nonprofit arts and culture organizations and their audiences contributed over \$300.6 million in income, jobs and related services to the local economy. Arts and culture also matter because they create a livable community that invite engagement, promote exploration, beautifully enhance the environment and respect and celebrate diversity.

While expanding, strengthening and stabilizing the growth for the arts and culture community there is a need for stronger and strategically planned promotion for the PAC. Active promotion to local, regional and international markets is the key activity for the near future. Developing and ensuring cutting-edge communications and effective marketing partnerships between arts and culture organizations and City offices has been of great importance.

In September 2014, Imagine PR started working with the PAC as a client of the PR Lab to improve the PAC's position as a leader, supporter and a hub of the arts within the City of Phoenix. The PAC has a marketing plan in place, but it is working with a limited budget for the 2014 year. The organization is not well known by Phoenix residents, especially the key demographic of those under age 30. The



commission also has limited baseline research on demographics, stakeholders and competitive cities.

This doesn't include any specific sectors that the commission is attempting to reach. The PAC's current mission statement is: "The Phoenix Arts & Culture Commission champions the development, promotion and sustainability of the Phoenix vibrant culture community. To achieve its mission, the Phoenix Arts & Culture Commission advises the Mayor and City Council on the allocation of resources to support artists and cultural institutions, promotes cultural programs and events."

The PAC is a diverse group of citizen volunteers appointed by the Mayor and City Council to advise on the development of arts and culture in Phoenix. The commission includes representatives from the cultural, business and education communities and the general public. The commission is supported by other citizens and arts professionals who serve on panels to review applications and make recommendations regarding grant awards and selection of artists for public art projects.

The PAC's major market is Phoenix's local community and the PAC would like to be known as a hub for arts and culture. One of the main challenges is engaging younger audiences including people under 30. Currently, the PAC's demographic of attendees to their organization events tends to skew older and they seek to create a new group of potential donors.



Due to the PAC's limited social media presence, they need to be more visual and active on Facebook and Twitter, using powerful social media tools to engage younger audiences.

Two focus groups have shown that younger audiences are interested in participating in different arts and culture activities, but require more information in advance of upcoming events. By using text alerts and newsletters, students and young professionals can be more connected with the PAC. Student discounts and a stronger relationship with more than 18,000 students at ASU could support involvement of a younger audience.

Stakeholder Analysis

Imagine PR has identified eight major stakeholders for the PAC. These primary stakeholders comprise: 1) the PAC and its 23 members who provide advice and direct policy decisions within the commission; 2) the art and culture organizations that the PAC supports (there are more than 140 in the city and around 46 that the PAC supports through funding); 3) the Mayor and City Council; 4) the City Manager's Office; 5) City Departments, including aviation, libraries, neighborhood services, parks and recreation, police, fire, transit, public works and streets and water; 6) the PAC volunteers who run the gallery and help to maintain



public art works in communities; 7) Phoenix residents, and lastly; 8) local businesses. All of these stakeholders provide some form of support for the PAC and are crucial to its success.

SWOT Analysis

The use of a SWOT analysis to organize information provides insight to the PAC that presents the Strengths, Weaknesses, Opportunities and Threats that the PAC faces or may encounter. A SWOT analysis can be used to explore new solutions to problems; identify obstacles that may impact its results, decide on a direction that is most effective for the PAC to implement and reveal opportunities for improvement.

Strengths

The PAC has many strengths that can help it increase its visibility and play a larger role in the local community. It has funded several major public arts programs, such as Erin V Sotak's *Cloud Cots*, the Pinnacle Peak Reservoir and the Terminal 3 platform and bridge. In the 2014-2015 fiscal year, the Phoenix Office of Arts and Culture awarded \$805,346 to 46 organizations nonprofit arts and culture organizations (Phoenix Office of Arts and Culture awards, 2014). This grant money provides critical operational support to many arts and culture organizations and enables essential community outreach programs to flourish. It has a previously



developed public relations plan and existing social media plan. It has had a working relationship with the PR Lab's team Enlighten PR in 2013 and is currently working with Imagine PR. It is aware that there needs to be an improvement of the communication skills of the organizations it supports as well as a need to engage with a younger audience.

Weaknesses

The PAC is a government organization, which makes the decision making process more time consuming and complicated. Every decision and change requires approval from different divisions of local government. There are more than 200 arts and culture organizations listed on the PAC's Web page, 46 of them are funded by the PAC currently. The general information about the organizations related to the PAC is confusing with no consistent messaging and few images that can be used for promotion and education.

Many of the tools recommended last year by Enlighten PR have not been implemented and its presence on social media is weak, limiting its opportunities to build relationships with important stakeholders. One of the major weaknesses of the PAC is that it has not conducted research to discover the expectations of the younger audience and which social media channels are most effective in reaching them. This hinders the PAC's ability to effectively reach its stakeholders.



Opportunities

The PAC is coming up on its 30th anniversary in 2015, which creates an opportunity to promote the PAC and its longstanding impact on the Phoenix community. Another major opportunity is for the PAC to conduct focus group interviews with the younger demographic audience. There are 19,000 students who live and operate every day in the Downtown Phoenix ASU campus. The PAC also can expand and enhance its social media presence and interact with those who are passionate about arts and culture in an online community. Interaction with more stakeholders will attract attention to the PAC. By using vibrant, cutting-edge tools to showcase the arts and culture legacy of the 15 Phoenix villages, it will engage the local community and downtown students to be more active in the diverse cultural life of Phoenix. Creating social media contests and using Twitter and Instagram more effectively are other opportunities to drive traffic to these art outlets.

Threats

The PAC faces a few threats to the organization. There is lack of engagement between the PAC and younger target audiences as well as an inefficient use of innovative social media could stop the further development of the PAC.

Competitive cities still have an advantage because they have been more proactive in their approach to the arts, involving the local community and making arts and culture life more accessible and attractive (Phoenix Office, 2014).



Strengths	Weaknesses
Social media plan	Limited baseline research
Will to improve and be more visible	Lack of consistency in a use of social media
	Government-run organization
Opportunities	Threats
Younger audience	Lack of support and awareness
Social media enhancement	Competitive cities are more attractive
ASU Downtown Phoenix Campus	

Research

Secondary Research

Imagine conducted secondary research on the PAC, media kits, YouTube, Instagram, model cities and newsletters to reach a better understanding of these promotional tools and their role in successfully engaging with a community.

Media Kit

Upon conducting research on media kits, Imagine PR found that most arts and culture commissions from other cities did not have a personal media kit for their office. However, many of the convention centers and city governments of those particular cities had a section of their media kit dedicated to arts and culture. Research also showed that media kits are a helpful tool in creating awareness on an organization (Gladwell & Wolff, 1989). For instance, visitsanantonio.com (similar to the Phoenix Convention & Visitors Bureau) provides a media kit online that only



journalists can request. The media kit comes complete with an annual event sampler, arts and culture snapshots and describes San Antonio in 50, 100 and 250 words. San Antonio's media kit contained an array of interesting and colorful content.

Another city with a strong promotional presence is San Diego. Since many arts and culture events are held at the San Diego Convention Center, the team looked at the convention center's media kit. Key elements in this media kit were their mission, fast facts about the company, economic impact, fun facts and history.

ECONOMIC IMPACT

The San Diego Convention Center is one of the region's most powerful economic engines. When the convention center opened in 1988, it was with the promise that it would generate significant economic benefits for the greater San Diego region. Today it is one of North America's leading convention facilities and the epicenter of San Diego's successful convention and meeting industry.

SINCE OPENING IN 1988, THE CONVENTION CENTER HAS GENERATED:

Economic Impact	\$22.9 billion
Tax Revenues	\$430 million
Hotel Room Nights*	13.6 million
Attendance	18.4 million
Events	Over 5,000

*Hotel room night figures are estimates provided by clients at the time of booking and do not take into account the additional rooms booked out of the contracted room nights.

CONVENTIONS FUND CITY SERVICES

Spending by overnight visitors who attend conventions eases the tax burden on San Diego residents. Hotel room tax and sales tax dollars stay here long after the convention is over and filter into local communities. The tax revenue helps pay for important city services like police and fire protection, the upkeep of libraries and museums and maintaining parks and beaches enjoyed by everyone.

JOBS

The convention center supports nearly 12,500 region-wide jobs.



4 - Regional Benefits/Building Usage

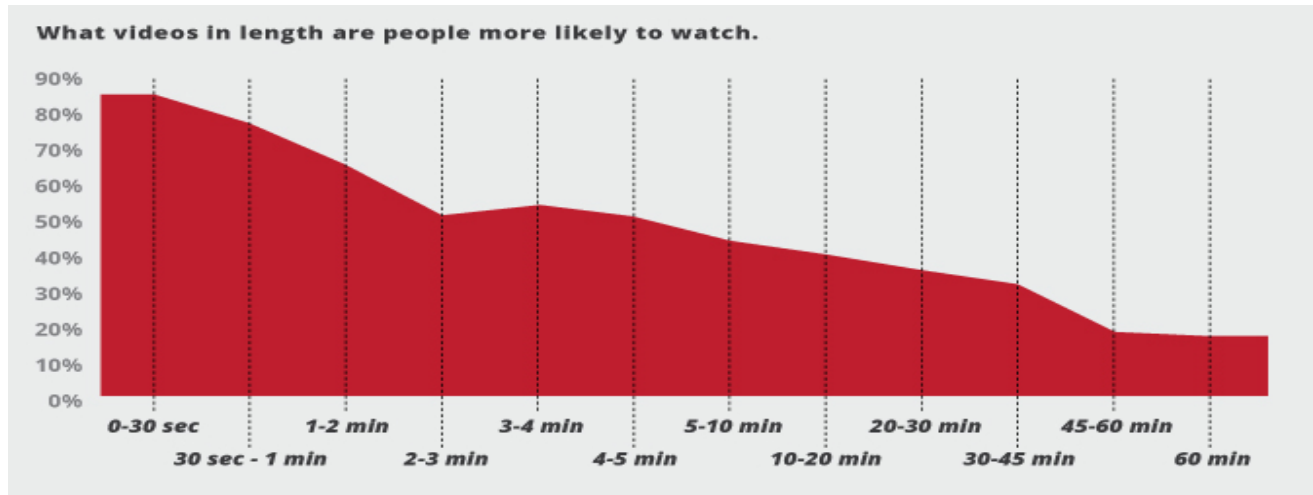


Instagram

Imagine PR conducted research on the benefits of Instagram for the PAC. The team found that 58 percent of businesses who have used social media over the course of three years have increased their revenue significantly. They also found that using social media can drastically cut costs regarding marketing and advertising (Hanan, 2014). As for Instagram specifically, Imagine discovered that Instagram is the preferred method of the participants in their focus group. Although the participants stated that they use all forms of social media such as Instagram, Twitter and Facebook, they prefer Instagram for the visual aspect. The team also discovered that Visit Colorado, which is similar to the Phoenix CVB, has an Instagram that has gained a large following (“visitcolorado on Instagram”). This particular site would be a great example for the PAC to model their own Instagram after. Lastly, Imagine found that hashtags can be extremely useful, especially on Instagram and Twitter, and have created some for the PAC to utilize (Ma, 2013).

YouTube

Imagine conducted research on YouTube and found that the videos which last 30 seconds or shorter are more attractive and collect more viewers. To give a flavor of that, there is a video about The Balloon Fiesta of Albuquerque, which is compelling, visually effective and attractive to see. By keeping videos short, viral and charming with good music it appeals to different niches and target groups (Dannenberg, 2014).

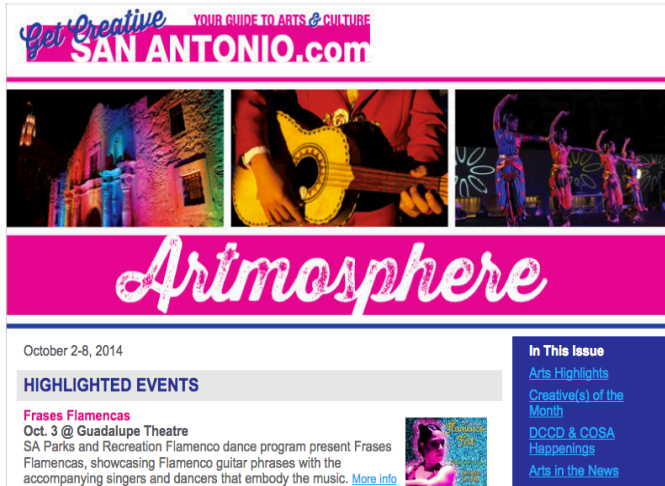


Newsletter

After conducting research, the team found that information was not being disseminated to the students at the ASU Downtown Phoenix Campus. Imagine looked into multiple peer cities to see how they spread informational about their local arts and culture activities. Below are examples of different newsletters that the team felt were beneficial to the arts and culture in San Antonio, Denver,

Albuquerque and Phoenix Center of the Arts.





Model Cities

Imagine PR researched aspirational cities with similar populations and demographics as well as high levels of involvement in arts and culture. Below is a summary of these cities:

San Antonio, Texas

Throughout San Antonio, residents and travelers alike are drawn to the vibrant art and unimaginable culture in the city. Similar to PAC, San Antonio funds a public art program that pays for art to be displayed across the city. This art includes architecture, murals, landscapes and more. The Department for Culture & Creative Development in San Antonio has been established in the city since 1993, making them 10 years younger than PAC. In half the time, they have received a number of accolades for their arts and culture efforts in the city, making them an aspirational city to Phoenix.



Albuquerque, New Mexico

Although Albuquerque has nearly half the population of Phoenix, they have very high engagement with those interested in arts and culture in the city. Having their own “Arts and Culture District” Albuquerque offers something for all ages. The New Mexico Arts Commission is in a partnership with the Office of Tourism in New Mexico who work together to create an unforgettable experience for the residents. Albuquerque is an aspirational city because Imagine would like to see PAC partner with the Phoenix CVB to promote more travel and resident engagement in arts in culture in Downtown Phoenix.

Jacksonville, Fla.

Among the top 25 arts destinations in the nation, Jacksonville offers very similar events to Downtown Phoenix. Comparable to First Friday, Jacksonville hosts a “First Wednesday” the first Wednesday of every month. During this event, guests can walk around the city and explore different museums, murals and architecture. By incorporating local vendors, artists and musicians, Jacksonville engages all ages of the community. Phoenix does have the potential to generate this much awareness to their First Friday event, but as Jacksonville shows, they may need to gain the support from local artists and vendors to participate in the event as well to draw the community to the event.



San Diego, Calif.

The Commission of Arts in Culture in San Diego is another aspirational organization to PAC because they help fund public arts programs across the city as well as provide funds to support the not for profit arts and culture entities through two separate application processes. One offers operational support while the other looks to provide project-specific support for these non-profit organizations. This is a great model for the PAC because they have a similar commission and organizations they represent.

Austin, Texas

Austin, Texas is known for its arts and culture programs throughout the city, which is what makes it an aspirational city for Phoenix. Similar to Phoenix, The Cultural Arts Division of the Economic Development funds arts development and arts learning. The city government which helps supply funds to distribute to local nonprofit arts and culture entities also funds the Cultural Arts Division of the Economic Development. Austin is an aspirational city because it also offers a very similar funding program and allocates more than \$7 million in cultural arts funding each year.

Primary Research

Imagine recommended conducting primary research through focus groups and email questionnaires with key stakeholders of the PAC to better understand its



target demographic. The team first reached out to five PR professionals who have extensive experience working with the target demographic of people age 30 and under within the arts and culture community. Following these emailed questionnaires the team conducted two focus groups to discuss their involvement with arts and culture in Phoenix and their social media habits.

Professionals' Questionnaires

In order to gain a better understanding of the arts and culture industry as well as understand the PAC's target demographic, Imagine invited and surveyed five PR professionals in the arts and culture community via email. These professionals offer diverse have experience working with this demographic at Actors Theatre, The Artigue Agency, Arizona Theatre Company, Phoenix Convention Center and Allied Integrated Marketing. The team asked these professionals about how they engage with the 30 year old and younger market and how these individuals participate in arts and culture events.

Below are the highlights from the professionals' responses:

- Ideal communication tool with this demographic: social media (Facebook, Twitter, YouTube, Instagram)
- This audience enjoys programming that is relevant, educational and provides access to the artists.
- This audience is primarily interested in the purpose and meaning behind a presentation or performance.



- Arts and culture that has a pop culture twist garners more attendance by this demographic.
- The use of riveting graphics is key in arts and culture messaging.
- This demographic has a sense of needing to belong; they are more inclined to participate in events that their peers are attending as well.

Focus Groups

Imagine PR conducted two focus groups. One group included three females and the other included three males, ages 18 to 21. They were asked a series of questions regarding the PAC as well as the 46 organizations they support.

The focus group that contained three females lasted 44 minutes and each participant had varying degrees of experience with the arts. The events/organizations with which they were most familiar with were First Friday and the Phoenix Art Museum. They are more inclined to attend events that are geared toward college age students because it is easier for them to relate to. They also stated that the atmosphere at the events is intimidating for first-time attendees because the demographic is a lot older. One of the participants said, “I think the initial time going to an event you have never been to before is kind of intimidating especially if it is a well-known organization or company.”

Money is also a major factor in their attendance, as college students can’t afford to pay for certain events. They would be more inclined to go if there were student discounts offered. They also stated that paying for transportation adds to



the cost of attending events. They suggested that the PAC work with ASU and Taylor Place to transport the students to events through a shuttle or a bus.

Another issue they brought up was a lack of communication between people their age and the PAC. They said that they don't always know when events are going on and usually only hear it from word of mouth. They suggested that the PAC discover new ways to get information to them. They said that it would benefit the PAC if they created an Instagram account because it is their preferred method of social media. They all use Instagram, Twitter and Facebook but for different purposes: Instagram for visual/pictures, Twitter for instant updates/events and Facebook for events. They said it is important to use all three because each one reaches a different audience. Overall, they were interested in attending more art and culture events but would be more likely to go to an event if the PAC geared it toward their demographic.

The focus group that contained three males lasted 22 minutes and all three participants had different levels of experience with the arts. Most of the findings were very similar to the female focus group and a lot of their suggestions and thoughts overlapped. They said that they learn about events mostly from word of mouth and don't always know what's going on in Phoenix. They think that a partnership with ASU and the PAC would be extremely beneficial to everyone involved and would help inform the students about their events. They would also be very interested in a "college night" or something that is offered exclusively for ASU



students. One of the participants said, “I think for some college students, it’s not the product being shown or that it’s such a great thing, I think there comes an aspect of exclusivity and it only being an ASU thing that students gravitate to.” Another point they brought up was the financial aspect. They said they would be willing to pay up to \$30 for an event but would prefer to pay a lot less. Although money is a factor, they said they are “very interested” in attending more art and culture events in the future, especially if the PAC responds to their suggestions.

Goals and Objectives

Goals

The PAC seeks to position itself as the leader of arts and culture in the Valley. Its main goal is to have Phoenix recognized as an arts and culture hub by engaging the local community with the 46 organizations supported by the PAC. Many of these organizations, such as the opera and symphony, skew older. Therefore, Imagine PR’s goals are to engage with diverse audiences 30 years old and younger and generate a greater following on the PAC’s social media sites.

Objectives

Imagine PR identified four key objectives to help the PAC achieve its goal. First, the team would like to increase ASU Downtown Phoenix Campus student



engagement to 8 percent by December 2015. Currently, there are nearly 10,000 students enrolled at the ASU downtown campus and the PAC lacks a strong tie to this group. Through the proposed social media efforts the PAC can develop a relationship with this community. Second, the PAC should increase their Facebook likes from 829 to 5,000 by December 2015. Third, increase Twitter followers from 47 followers to 1,000 by December 2015. The final objective is to confirm at least five articles or mentions with the media in Phoenix about the PAC and its upcoming 30th anniversary. These methods will propel the PAC's level of engagement with the 30 and under demographic it is hoping to reach.

Strategies and Tactics

Strategies

Several strategies will help the PAC achieve its goals and objectives; however, Imagine PR chose to focus on the most important and urgent of these approaches. In order to engage a younger audience, the PAC seeks to partner with the ASU Downtown Phoenix Campus to distribute information on the 46 organizations' events. In order to build the PAC's social media presence, Imagine PR's second strategy is to engage with the 46 organizations funded by the PAC as well as other arts and culture entities.



Tactics

In order to fulfill Imagine PR's initial strategy, tactics must be implemented to make this successful. The first tactic is for one of the 46 organizations to host a College Night to engage the student demographic residing in downtown Phoenix. This night could include discounted tickets and transportation to get students to and from the venue. The second tactic is to disseminate digital newsletters using the Arizona State University Downtown Phoenix Campus database including information on different art and culture events and activities that are taking place that day. The last tactic to sustain a relationship with the Arizona State University Downtown Phoenix campus is to create art walks of the 15 different villages that make up Phoenix. Each art walk would include different aspects of arts and culture in those areas available as shareable and engaging content on the website.

For the second strategy, the PAC looks to increase their social media following. To do this, the first tactic is to schedule posts on Facebook and Twitter via Hootsuite. This messaging will be evergreen content, to be posted when there is no current news within the organizations. A second tactic in increasing following is to post art and culture content inside and outside the 46 organizations. This will create a buzz on the sites for those looking for specific arts and culture information. The final tactic will be to create a contest for Facebook, Twitter and Instagram with the winner being featured on the PAC website. This contest is a convenient way to



increase interaction on the social media sites and collect high quality shareable content.

Budget

Key Public	Detail	Per Item Cost	Quantity	Total Projected Cost	Actual Projected Cost
Employees and Community	Photo slideshow of Encanto	\$133.38 (usually \$700-\$1,000)	1	\$133.38	\$133.38
Employees and Community	Photo slideshow of 46 organizations	\$266.75 (usually \$700-\$1,000)	1	\$266.75	\$266.75

Imagine PR recommends a line-item budget for the PAC. The team sees the need for more sharable content in the form of photo slideshows. The above prices are estimates for Gene Devine's professional photography.

Production Samples

Infographics

Imagine designed 11 infographics about the arts and culture impact on local communities. These infographics were designed as content that the PAC can disseminate in their tweets accompanied with the hashtag #phxartsculture.



Media Kit

Imagine designed a downloadable digital media kit for the PAC that is also interactive. This will be particularly useful next year when the PAC celebrates its 30th anniversary. The kit includes the PAC mission, its 46 organizations, economic impact of arts and culture, as well as information regarding their arts learning, grant and public art programs.

Photo Slideshows

With the help of a professional photographer, Gene Devine, the team was able to plan two photo slideshows to present to the PAC as templates for future shareable content. First, the team created a photo slideshow art walk tour of the village of Encanto in Phoenix. This mockup is a series of 15-20 photos with music, which focuses on the unique architecture and culture in the Encanto historic district. The idea would be to continue further develop content and engage with the village planning commissions in all the 15 villages of Phoenix to create themed arts and culture photo tours. These slideshows are ideal for sharing on social media platforms such as Facebook as well as on the PAC website. The second slideshow focused on the 46 organizations that the PAC is currently funding. The slideshow features at maximum two photos per organization, with music in the background and ends with the PAC logo and contact information. This slideshow is ideal as a



permanent fixture on the PAC website as well as shareable on social media and for internal meetings.

Social Media Contests

Imagine PR has created a template for the PAC to utilize when they post their social media contests. The team suggests that the PAC use all three types of contests to promote their organization and the 46 organizations they oversee. The contests will be used to increase the public's awareness of the PAC as well as increase engagement with their followers. The contests will also allow the PAC to utilize user generated content to enhance their website and social media sites. The team has created a set of guidelines and rules for each social media platform to make it easier for the PAC to implement.

Guidelines-Facebook:

- The PAC will post the contest photo with the caption Imagine PR has provided. The participants will create videos that show what arts and culture means to them. After the first week, the team suggests that the PAC post once a week to remind their followers about the contest. People will then upload their videos on YouTube and post the link in the comments section of the post. The contestants are required to use the hashtag #PACvids when submitting the link to their video as well as share the contest among their Facebook community.



- The winner will be chosen based on quality of content and amount of views the video receives.
- Timeline: One month

INITIAL FACEBOOK POST: Hello Phoenicians! What does arts and culture in Phoenix look like to you? We invite you to create videos that show what arts and culture means to you. Once you create the video, upload it to YouTube and post the link in the comment section below. You must also use the hashtag #PACvids when submitting the link as well as share this post. The winner will have their video featured on the PAC website as well our Facebook and win two free tickets to an arts and culture event. Good luck!





Guidelines-Instagram:

- The PAC will post a contest photo with the caption Imagine PR has provided.

The contest will be based on how people view Phoenix. It can be anything from the view from their window to their favorite museum downtown. Before the deadline, the team suggests that the PAC posts a reminder to their followers about the contest. People will be required to upload the photos with the hashtag #yourviewPHX, follow the PAC on Instagram and repost the contest rules photo.

- The winner will be chosen based on quality of the photo and the amount of their followers. The more followers they have, the more people the PAC can reach.
- Timeline: One week





INITIAL INSTAGRAM POST: We are hosting a photo contest to kick-off our new Instagram! Just post a picture of your favorite view in Phoenix, it can be anything from the view from your window to your favorite art gallery downtown. You must also use the hashtag #yourviewPHX, follow the PAC on Instagram and repost this photo. The winner will receive two free tickets to an arts and culture event. Good luck!

Guidelines-Twitter:

- The PAC will use the post that Imagine has provided. It will be a trivia contest where the participants are required to answer one question. An hour after the initial tweet, the PAC should send a reminder about the contest. People will be required to use the hashtag #PACtrivia, retweet the tweet as well as follow the PAC on Twitter.
- The contest will only run for a few hours with one reminder. The winner will be chosen based on their amount of followers. The more followers they have, the more people the PAC can reach.
- Timeline: Three hours.

INITIAL TWITTER POST: CONTEST: How old is the PAC? Retweet this post with the hashtag [#PACtrivia](#) and follow the PAC on Twitter for a chance to win free tickets to an arts or culture event.



Implementation Timeline

Below is Imagine PR's proposed timeline. The focus of the campaign is to build and establish the PAC's social media pages as well as engage in media relations.

Broadcast Intern and Public Relations Intern with graphic design skills—

December 14, 2014 reach out to Michael Wong to identify/secure interns through his Opportunities emails and Interview Day

Tweet 1st infographic — December 16, 2014 at 11 a.m.

Tweet 2nd infographic — December 23, 2014 at 11 a.m.

Tweet 3rd infographic — December 30, 2014 at 11 a.m.

Instagram — create an account on January 5, 2015

Publish Media Kit — January 5, 2015

Tweet 4th infographic — January 6, 2015 at 11 a.m.

Instagram Contest -- January 12, 2015(promote on FB) @11am

Tweet 5th infographic — January 13, 2015 at 11 a.m.

Tweet 6th infographic — January 20, 2015 at 11 a.m.

Tweet 7th infographic — January 27, 2015 at 11 a.m.

Tweet 8th infographic — February 3, 2015 at 11 a.m.

Tweet 9th infographic — February 10, 2015 at 11 a.m.

Slideshow for Encanto -- Post on website and social media, February 11, 2015 at 11 a.m.

Tweet 10th infographic — February 17, 2015 at 11 a.m.

Tweet 11th infographic — February 24, 2015 at 11 a.m.

Slideshow of organizations — Post in March before 30th anniversary at 11 a.m. on all social media platforms

Twitter Contest — May 4, 2015 start at 11 a.m. with a reminder at noon and a winner decided at 1 p.m.

Facebook video contest/social media contest — September 14, 2015 — (run contest for one month — decide winner by November 2015)

- Post information about contest on Facebook and also send this opportunity to Michael Wong

5,000 total Facebook likes — December 31, 2015

1,000 total Twitter followers —December 31, 2015

1,000 Instagram followers — December 31, 2015

10 Media hits — December 31, 2015



Evaluation

In order to evaluate the effectiveness of Imagine PR's campaign for the PAC, the team has created ideal metrics with tentative deadlines as mentioned in the Implementation Timeline section of this document. Imagine determined that the success of the campaign is dependent on three main topics covered in the plan: the social media following growth, photo slideshow art walk and media kit.

In terms of social media, Imagine PR would like the PAC to increase its presence and number of followers on social media platforms, primarily Facebook, Twitter, Instagram and YouTube. To establish metrics for these platforms the team studied the social media outlets of the surrounding competing cities of Tempe, Scottsdale and Chandler all reporting a larger social media fan base than the PAC, despite the major difference in population. Imagine is using the City of Chandler's social media followers as the goal for the PAC because Chandler has the largest follower population of the three at 249,146, not remotely comparable to Phoenix's 1.5 million. The Chandler Office of Tourism, which also includes the arts and culture for the City of Chandler, currently reports 5,352 likes on Facebook and 1,000 followers on Twitter. By the end of December 2015, the PAC should have around 5,000 likes on Facebook and 1,000 followers on Twitter. In terms of Instagram, once the PAC has created and populated their account through the suggested Instagram contest, they should have 1,000 followers by December 2015. Examining their



YouTube channel in terms of the future recommendation of hiring a videography intern and creating short informative, promotional videos, they should increase their video views from an average of 49 views to 1,000 views by December 2015. Specifically studying the social media contests, while any participation means success, attracting at least 10 participants per social media contest would be considered successful.

Another deliverable Imagine is presenting to the PAC are two photo slideshows, one featuring the 46 organizations that they fund as well as an arts and culture walk of Encanto. By December 2015, the team would like to see 1,000 views per video. Imagine has also crafted a downloadable, digital and interactive media kit for the PAC, ideal for events such as their upcoming 30th anniversary event. By the close of 2015, the PAC should garner 10 media hits.

Future Recommendations

Broadcast intern/PR intern

Imagine PR suggests that the PAC hires a broadcast intern from the Walter Cronkite School of Journalism and Mass Communication. In this way, the PAC can generate more creative and beautifully crafted videos on their YouTube channel. The intern can shoot videos of their 46 funded organizations whether it is of events



or short promo videos of these groups. This intern would also create short promotional videos for the PAC specifically. All of this content would be shareable on social media, the website and for internal meetings. They would identify a broadcast intern through Career Services Director Michael Wong at the Cronkite School who widely distributes opportunity emails and hosts a broadcast Interview Day each fall and spring semester.

Currently, the PAC has a social media intern, the team suggests that they hire a PR intern with graphic design capabilities so that the PAC can continue to generate creative content for their social media platforms. This creative content includes infographics created for Twitter and Instagram as well as monthly newsletters. They can hire this intern through Michael Wong as well.

Social media training for organizations

As mentioned in the focus group portion of this document, the target demographic of under age 30 has a problem engaging with the 46 organizations' events partially because they are uninformed. As a step toward creating greater awareness, the team recommends that the PAC meet with all the marketing directors of the 46 organizations and share successful techniques how to engage with this demographic as well as inform them through social media. This seminar on social media etiquette will help connect the organizations with the PAC as well as the organizations with the target demographic.



Newsletters

Through our focus groups we found that a major reason there is limited engagement in arts and culture events is due to lack of information. As a remedy, we suggest that the PAC creates a monthly digital newsletter with upcoming events that their 46 organizations are hosting. Each month the PAC can showcase different organizations and their happenings. The recommended PR intern would be responsible for designing the colorful newsletter.

College Nights

Another key finding of Imagine's focus group was that this target demographic felt intimidated attending arts and culture events where the audience skewed older. As a solution to this problem, the team suggests that the PAC reach out to the 46 organizations and discuss hosting "College Night" events where students can enjoy a significant discount on tickets and the audience is mainly composed of this demographic. This way, this demographic can be introduced to arts and culture events with their peers and will be more likely to become regular patrons.

Partnerships



Imagine PR recommends that the PAC establishes partnerships with the Downtown Phoenix Partnership, Phoenix Convention & Visitors Bureau and ASU Downtown Phoenix Campus residence halls at Taylor Place.

Downtown Phoenix Partnership

Contact: Marketing Coordinator, What's Happening Guide Editor David Stevenson
dstevenson@downtownphx.org
Partnership idea: Contribute up to five organization events to their 'What's Happening' newsletter.

Phoenix Convention and Visitors Bureau

Contact: Media Relations Coordinator, Trish Lanteigne,
tlanteigne@visitphoenix.com
602-452-6249
Partnership idea: Share CVB content such as relevant posts and YouTube videos on the PAC social media pages with appropriate attribution. Create a social media relationship with the CVB.

ASU-Downtown Phoenix Taylor Place

Contact: Community Director at Taylor Place at ASU, Irma Canseco
irma.canseco@asu.edu
Partnership idea: Have an organization provide a set number of tickets for Taylor Place residents at a discounted rate and have the Community Director reach out to Taylor Place residents.



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Appendices

Professional Interviews

Matthew Wiener-Producing Artistic Director at the Actors Theatre
(matthew@actorstheatrepdx.org)

1. What attracts a younger audience to Actors Theatre?
Our contemporary programming

Can you share some examples of programs or productions that were successful in reaching this younger demographic?

The Agony and the Ecstasy of Steve Jobs

What challenges have you faced?

Catching young people's attention in a media saturated world. The fact that many of them were not exposed to live theatre as children--so it is not part of their lives.

2. What media do you use to communicate with this audience?
Social media- Facebook and Twitter

Is it different from the media for older patrons?

With older patrons we incorporate direct mail.

3. What messaging do you use with them? Is it different from the messaging for older patrons?
Same messaging

Ray Artigue-The Artigue Agency
(Ray.Artigue@asu.edu)

1. What attracts a younger audience to arts and cultural events? Can you share some examples of programs or productions that have been successful in reaching this younger demographic? What challenges have you faced?
I really have no first-hand examples to share, however, I think what is attractive to younger audience segments are programs that are relevant and educational AND that provide access to the artists.



Additionally, there is usually more interest when there is a charity component.

2. What media do you use to communicate with this audience? Is it different from the media for older audience members?
Primarily online and especially with social media sites. Very different from older audiences as they will access newspaper and magazines for cultural events.
3. What messaging do you use with them? Is it different from the messaging for older patrons?
I believe that the messaging for younger audiences needs to me more about the “how” and “why” and less about the “what.” In other words, the meaning behind, and purpose of the presentation, performance, etc.

Laura Schairer-Arizona Theatre Company
(<laura@audiencemagnets.com>;)

1. What attracts a younger audience to arts/culture events (like the Phoenix Symphony or other clients of yours? Can you share some examples of programs or productions that were successful in reaching this younger demographic? What challenges have you faced?
I guess things that have a pop culture bent are necessary for younger appeal but with classical art forms that can be very tough, esp for under 30! New works new compositions are intriguing to younger demos esp if they have visual element
2. What media do you use to communicate with this audience? Is it different from the media for older patrons?
Definitely I use mobile and network banner advertising with retargeting for younger, direct mail still works best for older
3. What messaging do you use with them? Is it different from the messaging for older patrons?
In both cases riveting graphics

Cynthia Weaver- Director of Communications at Phoenix Convention Center
(cynthia.weaver@phoenix.gov)

1. What attracts a younger audience to the Phoenix Convention Center/Orpheum Theatre/Symphony Hall events?
The types of event determines the demographic of the attendees.



Can you share some examples of events or productions that were successful in reaching this younger demographic?

Concerts such as Dead Maus, La La Land, Avicii and Tyga to name a few and pop culture events such as Phoenix Comicon, Devastation Gaming, Day Glow and Rock N' Roll Marathon Expo may also appeal to a younger demographic. Also, we host the Dub Car Show, Phoenix Intl Auto Show and Hot Import Nights. Vapor Dynasty is coming up!

What challenges have you faced targeting this demographic?

No major challenges

2. What media do you use to communicate with this audience?
social media sites -- Facebook, Twitter, Instagram, YouTube, press releases and phoenixconventioncenter.com website.

Is it different from the media for older patrons?

Traditional media outreach via press releases and website, pitches to newspapers, TV stations and magazines

3. What messaging do you use with them? Is it different from the messaging for older patrons?
Messaging is consistent regardless of the demographic, we always include answers to the 5W (Who, What, When, Where, Why and sometimes How).

Patrick Brogan-Publicist at Allied Integrated Marketing (pbrogan@alliedim.com)

1. What attracts a younger audience to arts and cultural events? Can you share some examples of programs or productions that have been successful in reaching this younger demographic? What challenges have you faced?
I would say whomever is considered popular or trendy at the moment, is what appeals a younger audience to a cultural event. If it's a person that is consistently in the media is part of the art or cultural event, then the event becomes a "happening" which will appeal to the younger audience of not only wanting to be there, but they NEED to be there.

Most of the successful programs dealt with a project that is considered



trendy for the time, such as TWILIGHT or DIVERGENT; both were very popular before the film adaptation release, which made the event easy to have young people attend.

Challenges are creating awareness for something that people don't quite know or heard about the project yet. To create not only anticipation but awareness is a very difficult task. Being a "trend setter" for a feature film is not an easy task, it takes time and a lot of hard work to generate pre-opening buzz.

2. What media do you use to communicate with this audience? Is it different from the media for older audience members?
Social Media; Facebook, Twitter, Yelp; yes it is different for an older audience member since older audience members are not that familiar with technology, and e-mail would be considered the most advance technology that they would be familiar with. Older audience members are communicated with newspaper, television, or radio.
3. What messaging do you use with them? Is it different from the messaging for older patrons?
The messaging would be different since I would make reference to a more recent project with a younger audience regarding a talent involved in the project, recent would be projects the talent has worked with the last ten years or less. With an older patron the references would be reflective with more older projects, or "legacy" to remind people that the talent that is considered a living legend, has a new project that is coming out.



Focus Group Transcripts

FEMALE

Courtney: So, our first question is: what are your thoughts on the art and culture life in Phoenix?

Kristiana: I'll start. Because I'm an arts kid. Well, me personally I have been able to find a lot of different opportunities in the arts here in Phoenix. I've grown up in Glendale, I've been doing theatre for 10 years, and so even though it's not the artsy city in all the country, we do have a lot to offer. So I feel Phoenix is its own happy medium.

Alyssa: I haven't done a lot things like that in Phoenix. But I have been to the Phoenix Art Museum and I do want to go more often because they do have lots of exhibits there. I've been to a First Friday which is always really cool and I've been to a couple other museums around here. Like she was saying there are lots of opportunities around here for students, especially downtown.

Maddy: Well I'm not from here, I'm from South Dakota. And so, I haven't been to very immersed in the Phoenix area arts and culture as much but I've been to both of the First Fridays so far. I've been to a few of the museums around town, um, but, I feel like it has a lot to offer but I just haven't explored as much as I would like to yet.

Sepeedeh: And what museums have you gone to?

Maddy: I've been to Taliesin West, that's not in Phoenix.

Sepeedeh: Well that's in Arcadia area.

Maddy: I've been meaning to go to the Phoenix Art Museum.

Courtney: So what types of activities/events have you guys attended? How did you learn about these activities?

Kristiana: I'll go first again. I do attend all of the First Fridays and I learned about First Fridays, my family has a lot of friends that are visual artists and so they invite us to come see there pieces. I've been to theatres all around, especially recently I've been to a couple of Herberger shows, my brother acted at Valley Youth Theatre. Let's see, choir, we do a lot of choir in my family, so my brother was in the Phoenix Boys Choir and then we were both in the Phoenix Children's Choir. I've been to a



couple dance theatres to watch some shows with some friends in the Valley and all types of different arts. I'm half Lebanese so we've gone to the Arab-American Festival multiple times and I love the Arizona Science Center and the Phoenix Zoo. I've pretty much been everywhere out here in the Valley.

Courtney: So for you arts and culture is more of a family affair?

Kristiana: It's a family affair.

Alyssa: For me I normally just go when I have time because I have a very busy schedule so normally the weekend is the only time where I can really branch out and go to a First Friday or do something on the weekend. I went to the Phoenix Art Museum with the Fashion Journalist Club because there was a Hollywood costumes exhibit there so we went back in April when it opened. And we saw that they had a fashion exhibit there and I haven't been to it yet but I want to go. I haven't been to the Science Center but I do really want to venture out there. I have been to the Phoenix Zoo and I've lived here all my life. I've been there and to the Herberger and a couple other venues. I haven't been to the ballet, want to go to the ballet.

Courtney: So what has been your favorite aspect of these different places?

Alyssa: I just like all the different performances that they've got. It's a very different atmosphere and it's nice because it's kind of an escape like you don't have to worry about school or work, because I work, or internships or anything like that. It's really great that there is people out there who really care about culture and art and dedicating their lives to it whether it's dance, art, painting or whatever it may be. I think it is a really great way for students to kind of have some fun and get away from the stress of school and stuff.

Courtney: Right, and so for you, you would go with a friend?

Alyssa: Yeah.

Maddy: Ok, well I haven't attended much, so far.

Sepeedeh: That's totally fine!

Courtney: I like that we have very different experiences.

Maddy: I lived back home my whole life and then I just moved here for school and so it's like I want to get into everything that they are saying because everything sounds interesting. Because back at home we have those things. Yeah, because, yeah,



ok. Um, but yeah I did go to First Fridays, both of them, I went with some of the people from Taylor Place. They are also not from the area, they are from across the country, which is kind of nice because we were all new to it. I heard about it from our CA, so that was kind of nice, and I really liked, um, how big it was. I wasn't expecting to be blocks long because we have a similar event back home that's called First Fridays too but it only like opens up our stores in our downtown area until a later time and then we have a few spots for a couple art exhibits. But this here is like let's block off the whole street here, just eight blocks of all these arts and culture and activities, I thought that was really cool.

Courtney: Right, and so you are from South Dakota right?

Maddy: Yeah.

Courtney: What's the art and culture like in South Dakota?

Maddy: Um, it's, let's see...

Sepeedeh: Like what kind of things did you participate there other than First Fridays which you described?

Maddy: Yeah, well my parents, they are very, um, into the art world. And so for their anniversary every year they buy an original piece of artwork instead of buying each other a gift. And so, we know a lot of artists from the area and so we get to know them on a personal level and some of them stay with us sometimes. So we get invited to their shows, and we get to know the museum owners so it's just sort of like all connections back at home. And then you just get invited to events like grand openings, see like First Fridays would be the biggest thing for art. There is a downtown bloc party, which is quite similar but it's the entire downtown area art sections. Um, I don't know. And then there is like the underground music which I'm a part of, which is like the local bands and they play live music.

Courtney: And is it all types of music?

Maddy: Yeah, I've been to screamo concerts in a garage in the middle of the prairie all the way to our symphony.

Courtney: Oh ok.

Sepeedeh: Wow.

Courtney: That's awesome.



Sepeedeh: So then do you usually go with your parents to these events or with your friends?

Maddy: It depends. If it's someone my parents know, the people who are running it or the artists they are showcasing then I typically go with them. But, um, most of the time it's just my friends are in the same boat I am, with like their parents know the artist too, so we all end up going together. But my parents didn't go to that screamo concert.

Courtney: So what has attracted you to these different events downtown?

Kristiana: So me, it's usually friends and family. We have a lot of connections in the Valley with the art, so that's usually why I go to support my other artists around the Valley.

Courtney: Right, so, at these different events what is the atmosphere like? Is there a lot of older people, like different demographics that you see?

Kristiana: I would say, when it comes to the visual arts, the ballets, the dance shows, a lot of that crowd is the older generation and a lot of people from I would say their late 30s to 60s/ 70s. But when I go to the theatre events, when I go to some of the different museums, a lot of families, very family orientated. So families with small children and teenagers, I've actually seen lots of teenager groups have been going as well. So that's what I see.

Alyssa: I've only been to the Phoenix Art Museum but when I went there were lots of other students, um, especially because, like from ASU and I think there were a few from U of A maybe even NAU who would come up to go to that exhibit. It was only there for I think four or five months. So lots of students were reporting on it and just wanting to go see it. Because it is obviously in an interest area where we are all passionate about and so I think there were more younger students there, younger generation of students. But I'm sure when I went through the actual exhibits, we got like a guided tour, by one of the curators of the museum when we actually went into the space where they have all the costumes there were a wide array of generations in there. You know from older actors to older movies that maybe Audrey Hepburn status where like they remember going to the theater or whether they knew someone who had seen the movies there up till like, Superman and Batman. So and Harry Potter and stuff like that. So it was a very, there was a lot of time in there where a lot of generations could relate to those types of movies. So I feel like in that aspect there were way more diverse.



Maddy: So I'll keep talking about First Friday since that's all I've been too. But, um, First Fridays seem more oriented towards like anyone in their 30s or below. That's what I felt like. It wasn't very focused towards the elderly, but not that 40s is elderly but they are a different generation than what 30 and below is. So I feel like that was little limiting but so it was really nice for someone my age to be in the environment where there is people who I can connect with. In a wide range of ages, which is like the whole wide world of range of ages but it's a smaller group.

Courtney: What are you looking for in the Phoenix Arts and Culture Commission downtown? Like what activities would you want to attend or events would you want to attend?

Kristiana: Again, I'm really culturally diverse and artistically diverse so me, I would want to attend visual art shows, dance shows, choir, opera, anything. I love the arts and as a young person I know I'm not the only one. It's nice to have that choice, to have so much available to you. I just feel like there are so many places in Arizona where there really isn't anything cultural or artistic for young adults to participate in so I feel like if we had a wide variety to choose from, we would have a lot of takers. That's what I think.

Alyssa: Um, I think I'm most interested in the dance aspect because I used to dance and so I really like going and seeing different types of dance. I didn't do modern dance, ballroom dance or ballet, it was a different culture but I still really like to do that. I really appreciate the art work and all the handwork that it takes for them to put on a show and stuff. I would be most interested in going to dance and ballet events but I'm also interested in branching out and going to a play or something but in order for me to go, what would attract me to it, would be the content matter. So if the play was about something I wasn't necessarily super interested in and it didn't really spark my interest or anything then I probably wouldn't go and see it, same with the ballet. If it wasn't something that was super well known or things like that, I still want to go see the Nutcracker, I've never seen the Nutcracker.

Lindsey: Is there a certain genre you would rather see?

Alyssa: I don't know. If its a very well known play and if people say it's good then well I have to see it sometime.

Lindsey: What about smaller plays? Most likely you're going to have more access to smaller plays that are put on by the organizations. So would you be looking for smaller ones, or maybe more dramatic ones?



Alyssa: Not necessarily, I think it's just a matter of what it's about, like if I researched it and saw what it was about. Like fairytale things I think are really cute so I would probably go see that right off the bat but I think funny ones can also be good. I think it honestly just depends on the writing because you can have a really good concept but maybe the actors aren't good or maybe something isn't lining up so it may seem like a really good play and it'll just fall apart. So that's my only apprehension because depending on what type of seats you want, you're having to pay more money. I guess it's the same with like a movie, you read the reviews and watch the trailer and if you go see it and it's not good, oh well, but it's kind of the same with the play because you read critic reviews and they tell you if the actors and the assemble is good but then if you go and don't really like the content matter then you won't like the play.

Kristiana: I know that feeling (Laughter)

Lindsey: Okay.

Maddy: I would personally be open to any event like dance, music, arts, everything. I think a big factor of it is that I'm a college student now, so money is a big thing. I know some of my friends are in the same boat as me and a deciding factor in if we would make the trek out to the ballet is money and then we would have to take a taxi out there because none of us have cars, because we are all out-of-state, and then also the added fee of it as well as coming back. So it can kind of get spendy. I don't have a problem spending money on arts but for some people it's not their top priority.

Lindsey: Do you think if there was student discounts you guys would be more inclined to go?

All: Absolutely

Lindsey: I know that's one issue we were talking about. They realize as well that money is a big issue...

Kristiana: Art shows can get pretty expensive.

Courtney: And especially with this and Taylor Place being downtown, it's definitely an aspect they want to target.

Sepeedeh: Taylor place does do some things because when I lived there, they would do discount tickets for like the ballet or something. So there are activities that they tie in.



Kristiana: They are doing some stuff now, not exactly arts related but they are doing it for some haunted house. So I'm assuming they are doing that seasonally.

Courtney: Yeah so if you have the opportunity of Taylor Place being like 'hey we have these tickets,' would that be something you would be interested in?

All: Yes.

Courtney: Do you think other students would be interested in that as well?

All: Yes.

Alyssa: I think so because usually weekends or maybe if it's just during the weekdays, like Thursdays, I think a lot of people don't have class and say 'hey I don't want to go to Tempe' I'd rather wait until Friday or Saturday night. So they are wanting something to do like during the week. So a lot of students just want something to go do and if they don't have a car and there is something here, you can walk to it and you don't have to worry about transportation.

Lindsey: So would you rather all meet at the bottom of Taylor Place and go together and they transport you or would you rather go individually? What would you prefer?

Kristiana: I think it would be helpful to, especially like your saying, all the out-of-state students who don't have transportation currently. I think if Cronkite had like a shuttle or bus or what-not take kids down, like going from campus, I think it would be extremely beneficial. All my friends from out-of-state are itching to get off campus but they just don't have a way.

Courtney: I definitely know that feeling. So how do you guys use social media regarding events?

Kristiana: I post on Facebook, Instagram, about what event I'm at, who I'm with and I always try to advertise to have other people come and see the show. Personally, as an arts kind, I know it means a lot if people who come see your show are posting about it on social media because it brings in that revenue. It's where you get all the business nowadays.

Courtney: So you know, you would constantly share and stuff like that?

Kristiana: Exactly.



Courtney: That's great.

Alyssa: Uh for the museums I've been to I normally take pictures. You're not supposed to take pictures but we did anyway. (laughter) I'm always taking pictures of stuff and putting it on there because it was like an exclusive. Of course we weren't allowed to take the photos but we did because we wanted to. I post it on there and say I'm with so-and-so. I post things for a couple of my clubs and I find that whenever I put like a hashtag in there or I put the name of an organization, it brings it up more in the feed. So then people will tend to go toward it more than if you just post your name. If you post the name of the organization or the name of the play or museum, whatever it may be, people may tend to go toward it more. I think being cautious of that when you're posting on social media definitely makes an impact and making sure that you're obviously saying the right thing in the right places to the right people so people can see it and have access to it, I think it's really important.

Courtney: Along with the Fashion Journalism club what other clubs are involved in?

Alyssa: I'm with the club of Professional Journalists as well.

Courtney: Okay, that's great.

Maddy: Um, okay well I've kind of grown up around PR, my mom was in PR so I'm used to it. This is kind of a weird fun fact: My mom was the Queen of Social Media of 2011 of South Dakota.

All: Oh wow.

Maddy: She like knows everyone. I'm so used to promoting things like that. Not in a sense where I think that I should but it's just like now that I'm here I should share to the world that this is a great event, this is what I like. I really appreciate hashtags and so that's always a plus.

Sepeedeh: So then do you use Twitter a lot or Facebook or Instagram?

Maddy: I use all of them. Instagram is kind of my main focus.

Sepeedeh: So on Instagram do you just take pictures? Like if you're at a gallery?

Maddy: Um, if it's Instagramable. (Laughter)

Sepeedeh: Fair enough.



Maddy: If not, I tweet it. If a picture isn't Instagram worthy then you tweet it.

Lindsey: What form of social media would you be interested in Twitter, Facebook or Instagram if the Phoenix Arts and Culture's organizations were all going to post their information on one, which one should they use?

Maddy: I would say Instagram for me. If it was live during an event it would get me to go 'Oh maybe I need to go down there because this actually looks pretty interesting if it was live posting. But if it was for like "This is coming up" then I would say Facebook because I feel like in college we use Facebook more.

Alyssa: I usually check my Twitter more often than Facebook just because for my Twitter I use more for professional use by following magazine and influential people in the industry and news organizations and things like that. So if something came up I will always be checking it and I do like the immediacy more so than Facebook because if they post something five minutes ago it makes me feel more connected knowing the information right now as opposed to them posting something on Facebook a couple weeks ago and I could have never even heard about it. So I kind of like using Twitter more in that aspect. If it's something that's coming up tomorrow or something like that, I would be able to check it out and say "oh I think I can go to that." I tend to gravitate more towards Twitter than Facebook.

Kristiana: Personally, I would say Instagram because I do like to visually see things. Taking video is also appealing to the public because not only do they know that this event is coming up they see what's going on and the hype and they see why they should go. As a journalism student; I hate Twitter; but as a journalism student I have to love it and get used to it so if it was to be appealing for kids in Cronkite I would say go for Twitter. But I also agree, personally, I'd like to see it on Facebook but they do make a good point that Twitter is right there. It just depends on the people and....

Alyssa: It depends on the audience you are trying to reach

All: Exactly

Alyssa: They can technically post on all three and get three different audiences.

Courtney: So for the 30 and under crowd that we are trying to target what do you think would be the best form of social media, Twitter, Instagram or Facebook?

Kristiana: Twitter/Instagram and for the older audiences definitely Facebook.



Lindsey: So do you guys follow them on Twitter or social media – any of the organizations not just Phoenix Arts and Culture?.

Kristiana: Facebook and Instagram and not really Twitter.

Alyssa: No, but I need too!

Maddy: I haven't followed them or anything either.

Kristiana: Phoenix Arts and Culture seems all visual so Instagram would be best.

Courtney: What do you think of YouTube as a social media tool being a driving factor in the younger demographic - to see different videos or small snippets of the 42 different organizations?

Kristiana: I think that would be beneficial.

Maddy: Videos are so much better than text.

Kristiana: If you do want to post on Facebook you can link the YouTube video also. That way you can have the older generations looking and adding a visual element to it.

Sepeedeh: What would make these events more enjoyable? Have any of you gone to an event and was like "Oh this is kind of lame"

All: Yes

Sepeedeh: What would've made that event more enjoyable?

Kristiana: I love the ballet and I love the opera but again depending on what show it is or what songs they are singing makes it more enjoyable. Because the audience is generally older it has more of a classic feel to it. At times, young adults I feel like believe they don't belong in that certain setting and so it's a deterrent to them. I just feel like maybe if there was somehow, someway, maybe a certain night that was more for the younger crowd it would attract more people and make them feel more comfortable around those people. Other than that I have had a great time.

Alyssa: I think going along with what she said that if you target more towards a younger demographic, like maybe having a college night or something, where maybe only college students go. It can also bring in, like if its partnering with First Friday or there's not a football game that here at home, maybe the CA's can come up



with something where they advertise it to their residents and they get a discount for college night and transportation would be provided and things like that. It would be something fun for them to do and maybe they will feel more comfortable for students who maybe aren't very wanting to go to those types of events because it is only going to be people of their age and maybe people that they can connect more with as opposed to them going somewhere that is any age any kind of background. I mean I know I would be pretty intimidated going to an opera because I have never been because there are people that are critics and have been to lots of events so they are very seasoned to what the culture is like so if I was going I would be pretty intimidated. If it was all college students I would feel a lot more comfortable going because I will be with people that are more my mind set, more my experience level. I would be able to enjoy more I feel like.

Lindsey: Do you think that would persuade you to go again when it's a normal audience maybe?

Alyssa: Yes. I think it is just the introductory thing because I have never been and I would feel more comfortable in that setting of people that I know and who are my age and if I wanted to go again I would feel more comfortable but not intimidated. I think the initial time going to the event you have never been to before is kind of intimidating especially if it is a well known organization or company or the people that are playing there are very well known and just stopping in for an excluding night performance or something like that.

Maddy: And to kind of play off of that, people who aren't as much into the arts and culture world, I feel like if there was a specific college night they would want to go out and go to that event. It would throw them into the pool.

Courtney: One thing that we would want to do is an art walk. So of the different things downtown from the architecture to the public art and different venues downtown, what is something that you would want to walk around downtown and see. It would be an app or online and you would have a list of places to see or list of venues to look at. What would be some things that you would want to see on that?

Kristiana: I like when I'm walking around for first Friday and there are small musicians or bands that goes around or people that are performing dance or doing some crazy magic show. Visual things like that, that really pops to the audience that would be beneficial and nice to see some classical pieces and what not just thrown into the mix.



Sepeedeh: If there was a Phoenix Art and Culture app that focused on...were kind of doing these picture slideshows to show almost a mock up of what an app would look like. So we are doing Roosevelt Row's murals, would that be something that would make you download this app and take a walk and learn a little bit about these random murals that everywhere on Roosevelt. Would that be something that you would be generally interested in?

Alyssa: I would.

Kristiana: I would, but the majority of people probably won't.

Lindsey: Would you actually click that button and download that. What make you do that?

Kristiana: I least for me, I have already seen some murals on Roosevelt Row, so it would be like what else is there? If there would be something else and new to come up.

Maddy: I was thinking like if it was also greater Phoenix area too, not just Roosevelt row that would be like oh I am in this area, and all these murals and what else is there. Put in locations, and oh it's like this mural is Phoenix art museum, little things like that.

Lindsey: It is just like you are in this are and it shows you where you are, what to see.

Kristiana: It is just about these murals or about all art walk?

Sepeedeh+Lindsey+Courtney: It would be about all art walk.

Sepeedeh: It is like a concept that all cities have, like an art walk app, arts and culture app, you can just download and you can walk around and photo come pop up and description, it's like a trail. For me I do not know are apps so relevant as they used to be, if people are really gonna download it. So PAC they do not have one and it is costly to make one., we are trying to find out what you guys have thought about that.

Maddy: Do the murals change ever?

Sepeedeh: No, the ones what are in Roosevelt happen to be there since I was a freshman.



Maddy: Back at home we have similar, but this is sculpture walk, there is something new every year in downtown area (South Dakota), city buys by people's choice. It changes every year and keeps people coming back. If there are murals what never change, there is no need to have an app...

Kristiana: What you should do according the fact that young people have Facebook, Twitter, Pinterest, Instagram, so and they seeks information there, text alerts could be useful, like hey there the First Friday, come and join. That how lot of students get information, post things on from their phones, taking picture, adding videos, that's where lot of information is concentrated. May be you can try something like that. If there were app they won't use it, but if it goes directly to their inbox, they could see that scroll down and see the updates and that, e-mail alerts or something.

Lindsay: So, you think that would be better?

All: Yes.

Lindsey: What about like Facebook events? When you have got invited? Do you look at those?

Kristiana: I do, but I feel like, yes, but I can change my mind. Sometime I have been invited, but I won't see that before day before, it's been sent to me week ago and I have not noticed that. Text message or e-mail could be better.

Courtney: Getting back to e-mail could you be interest in getting newsletters about PAC commission? Talking about different events, what happenings are going on?

Kristiana: Yeah, I would be interested in, if it is in advance and e-mailed pictures and information and before that texted message, don't forget that! Like a weekly newsletter. If it is coming in a months, I would forget about the event.

Courtney: Do you guys have any more questions?

Everybody to the focus group: You guys are awesome!

Courtney: Do you have any questions for us?

Lindsey: Or anything else you want them to do?

Kristiana: Transportation, money and notification are three important things to remember.



Lindsey: What is the price range for you?

Alyssa: I work so for me it like min \$20, max \$60-70. It is affordable for me.

Kristiana: Beyond \$20, especially for freshmen, lot of them do not have jobs.

Maddy: I personally say that \$30 is like worth my time, because you get what you pay for.

Lindsey: What would be price like that is cheap I go for that, because it is cheap?

Maddy: A play or a musical? \$10.

Kristiana: Art show or gallery \$5-10, performance, dance, opera \$20-30, theatre for students \$15, band shows \$15-20, depending on bands, locals or not. \$10 -15 for someone who is little more known, museums \$10-15.

Sepeedeh: On Wednesdays museums are free, you have to pay for special exhibits, but museum is free.

Maddy: If I had known this I could go for that. So, I do not live here and I know nothing about this possibility. More information we have the better.

MALE

Courtney: So getting started, what are your thoughts on arts and culture in downtown Phoenix? Anyone can begin.

Sepeedeh: We can start with Brandon.

Brandon: Oh, me? What are my thoughts? I don't know, I think it's, I think when I think downtown Phoenix like it's one of the first things that pops into my head because it's we all spend a good amount of time down here and we walk around and get a sense that there is something artistic and cultural going on.

Courtney: Right.

Brandon: Whether or not like I know exactly what is going on.

Gian: I think it pops into my head as well but I think that is just because I've lived here for, this is my fourth year. I think as a freshman it probably didn't and I think



for tourists that come, I don't know if it's the first thing that pops into their head but I think it should be. The other thing is that I overhear, the things that I learn after the fact that like musical festival going on or an art museum I hear those things and I'm thinking that those are things that should be advertised more.

Connor: I've definitely been very aware of it but I haven't been here very long. One of the first things I encountered actually while I was here doing a walking tour was Roosevelt Row and the art galleries. So one of my first experiences in Phoenix was with the art community, the murals and definitely was exposed to it. It's inevitable, you see it and it's present, but I'm just not as involved in it yet.

Courtney: Next, what types of activities have you attended downtown? How did you learn about the activities? Who did you go with? How did you hear about the activities?

Brandon: I've been to First Friday and to the Chili Pepper Festival last year. I've walked around, I've been through the Heard Museum before. I know people that went to the McDowell Mountain Music Festival, been around downtown Phoenix walked past some of the art galleries. Things like that.

Courtney: Yeah, so how did you learn about these activities going on?

Brandon: Well it was freshman year and we all lived here and you just kind of hear things. You kind of walk around and eventually after spending enough time in one place you hear about the things that are going on from locals or you see flyers in restaurants, things like that. Definitely not like traditional TV or online.

Courtney: So these activities, you go with a friend?

Brandon: Yeah.

Courtney: Yeah? Community members?

Brandon: Yeah, friends you just walk around with.

Gian: I'm trying to think about some events I've gone to that you didn't bring up. Like the Phoenix Art Museum, I've been to a couple exhibits there; I've been to two of those. I've been to the Arizona Science Center a few times just with ASU. I've been to the Botanical Gardens and they also have new exhibits every season. But those things like the garden or the museum or the Phoenix Zoo those are things that I like gone out and like looked online, is there something like this around here. Just because in LA I just try to like there is that kind of museum over there is there



anything like that in Phoenix. Like those things aren't really advertised, I feel like they should be because that's cool stuff that people should know about, instead of me just going out of my way to find them. Grand Avenue Art District, I always here about stuff like that or hear stuff about it but I'm not sure. The Asian Festival in Phoenix, Chinese Week, when I was doing a blog for my one class I like stumbled upon those but they were nearby but I didn't really hear about them any other way. And then that's it.

Connor: So I actually hadn't really been to a lot of, I've been to a concert at Crescent Ballroom, that was pretty cool. I've went to Third Friday but I mean other than that I haven't really been aware, like I have no idea there was all of this happening. So definitely I think if there was a place to find out more about stuff related to arts and culture that you could do, I think that would be really helpful. Because I'm kind of a shut-in so it would be, it would definitely be a good resource to have. Like what do I want to do tonight and go see a ballet or something.

Courtney: Of the things you guys have attended what are different aspects you've enjoyed from these events?

Sepeedeh: What made you gravitate toward them? Just curiosity? Or if it was lame, why was it lame? We've all been to those events where we could have not gone and it would have been fine but...

Brandon: I don't feel like I've ever been to anything that was really lame, maybe just not my cup of tea but almost every event that I went to were almost just complete curiosity. Let's just go check it out, because why not?

Gian: I would agree with that as well, um, I think some of the things like Art Link, art exhibits or botanical garden stuff even Arizona Science Center stuff, the exhibits and stuff they have are sort of relatable and sort of modern type things that like students and other people my age might find interesting. So those are the things I've chosen to go to. Like this thing at the Phoenix Art Museum, it was called Real Life or Not, or something like that and they would create different things and it would look like a sleeping bag but it was just made of steel and painted really well. I don't know I guess just things that would cater to people my age. That's sort of what I've gravitated to.

Connor: Yeah I definitely agree with Gian, you know it makes sense that stuff that would pull in the youth culture would be more appealing to us. For me, I really liked seeing the art exhibits but at the same time it was my only experience of art here so I like it because it opened my eyes to the fact that this was part of the culture here.



Courtney: So the next one. What or who has attracted you to these events and what were the different atmospheres like?

Lindsey: Focus on the atmosphere because that's kind of what we just talked about before. So how did you guys feel when you were there? Did you see other college students, was it mostly older people? What did you guys think?

Brandon: It definitely felt more local, for sure, a lot more of a local scene. I think the college students that were there were other downtown students. You might see more of that in the future but definitely while I was going to a lot of the downtown Phoenix events um in like 2011, 2012. It's definitely way more local.

Gian: I mean at First Friday stuff I would see a lot of college students but I'd say at like the botanical gardens or the zoo or the art museum you tend to get an older crowd, you might see some younger people but it's mostly middle aged or up like 25 or up I'd say. Also at like shows I've been to um you get very few college students and like more older people. That might just be because of you know pricing of tickets of stuff, I mean yeah.

Connor: At the galleries I went to it was mostly recently graduated you know, maybe like late 20s early 30s people. I didn't see a lot of other college students other than the group I went with, but it was a small group so it was mostly just like artistic community, kind of like the youth but not like the college youth if that makes sense.

Courtney: Given the activities you guys have been to, what else would you like to see downtown like what kind of activities? What kind of events would you like to see?

Connor: I think it would be really nice to see an integration of the arts and culture within the school, you know, because I think that would be a really good way to open people's eyes to the fact that this is a definite part of the culture here. I think there are a lot of people in Taylor Place alone who would jump at the opportunity to go to any of these things but I just don't really hear about any of them. So I think that um it would be really nice to have that resource and have some form of integration with the school.

Lindsey: How would you feel if they did a college night where it was just mostly college students at one of the events or shows?

Connor: That would definitely be appealing because I think it would make it easier to go to and you would feel more comfortable if you knew it was mostly people your age and people who were in the same situation. I think that would be great.



Gian: I think for some college students, it's not even like the product being shown is such a great thing. I think there comes an aspect of exclusivity and it only being like an ASU thing and students being gravitated to that. I agree with Connor that students aren't very drawn because there isn't many arts events and activities around here. A girl in Taylor Place just painted the walls and stuff and they were telling her that it was great and that they can hook her up with an art thing downtown and in reality what are they really going to hook her up with. There needs to be more stuff downtown for that.

Brandon: I agree with all of the above.

Courtney: How do you use social media when it comes to attending events. Do you use Facebook, Instagram, YouTube or Twitter more?

Brandon: If there is an event of Facebook for something that's always good. I'm already on Facebook 23 out of the 24 hours in a day so it's just one more thing to remind me to go. If I see people tweeting about it I will probably retweet it. If I'm at the event I would probably take an Instagram picture. So I would say social media is pretty involved with before, after and during these events.

Gian: Personally, my use of it is just press and attend or not attend or inviting friends. I wouldn't say I would share something unless I was super interested in it but that's just me I don't really share stuff. I definitely think social media is very important and I think a lot of college students still use Facebook.

Connor: I mostly pay attention to Twitter and Instagram and people's Snapchat stories. I personally am not someone who would really do a whole lot of sharing but definitely pay close attention to what other people are talking about and definitely if I see something that looks like a lot of fun I will be like "Oh I need to check that out next time." So it is definitely something that I pay a lot of attention to. I think another interesting platform I guess you could say is Yik Yak. It is totally anonymous so you are not entirely 100% sure if there is any truth to what the people are saying, but people definitely check it pretty frequently and it's a constant stream of information.

Lindsey: How would you guys feel if there was an event texted you or sent you an email blast or newsletter? Would you respond to that?

Brandon: Well text messages maybe, only because I get text messages from other event companies that will send me reminders about shows coming up or things like that that blows it up. If I get something sent to my email, I have three email address



so it gets to be to much in my inboxes. When I go to my email I am looking for something specific or a specific email from a person or something like that.

Sepeedeh: Question about pricing? And proximity? Is money is the factor? Which events are more comfortable to go?

Courtney: How much are you willing to pay? What could be good discounted price?

Brandon: For like a college student?

Connor: I am very conscious on money right now. Any discount could be great. Unless it is something super, interesting, perfect, I can't see myself spending more than \$20-25.

Brandon: When it is band I like I am willing to pay \$25, I won't pay over \$30, I better stay at home.

Gian: For concerts I pay \$30-40 , when it is something at museum, or desert botanical garden \$10 or 15, festivals and stuff \$5 at entrance,.

Courtney: Do you have any questions for us?

Connor: You mentioned proximity, yes proximity is huge. I mean 1,300 students at Taylor Place, many of them have cars, and you want to drive somewhere, there notion that there is nowhere to go here. Any illumination how to use public transportation is big, it would make it so much easier if there is an easy way to get there.

Lindsey: Would you be interested if there will be city bus like in cooperation ASU and city?

Everybody: If there will be a shuttle it would definitely help.

Connor: I just think that it has to be convenient.

Courtney: I think that concludes the focus group, thank you for participating.



Social Media Cheatsheets

TWITTER

On Twitter, your username is your identity. If you can, sign up for Twitter by using your name or a variation of it as your username (assuming somebody else isn't already using it). For example, if your name is John Smith, you may want to pick a Twitter username such as @johnsmith or @john_smith.

Twitter usernames typically appear with an at sign (@) before the name, because that's how you refer to other users on Twitter. But when you're actually choosing a username, the @ isn't part of it. The only characters you can use are uppercase and lowercase letters, numbers, and the underscore character (_).



Tweeting frequency

Some Twitter users are considered noisy because they tweet so much, whereas others can come across as standoffish because they don't tweet frequently. A good rule when you're starting out is to post at least four or five tweets per day. You'll most likely find yourself tweeting much more often than that, but if you aren't yet fully comfortable with it, use that number to get started.



If you're using Twitter for your business, or if you plan to link to your products or posts on your personal blog, find a balance between the number of tweets that promote yourself and the number of tweets that provide value. You might think of this balance as an actual ratio.

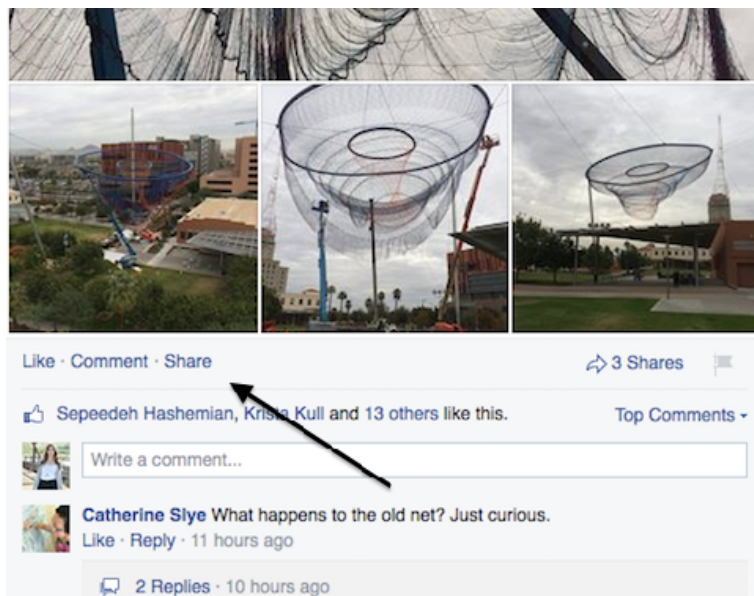
For example, for every link of your own that you place on Twitter, send out at least five tweets that inform, engage, and converse. If conversation and engagement are your aim, you definitely want to keep a human voice in your Twitter stream at all times.

Engaging others on Twitter

On Twitter, engagement is the name of the game. Whether you use Twitter for business or fun, you don't just want to sit back and watch the stream flow by — you want to genuinely interact with people.

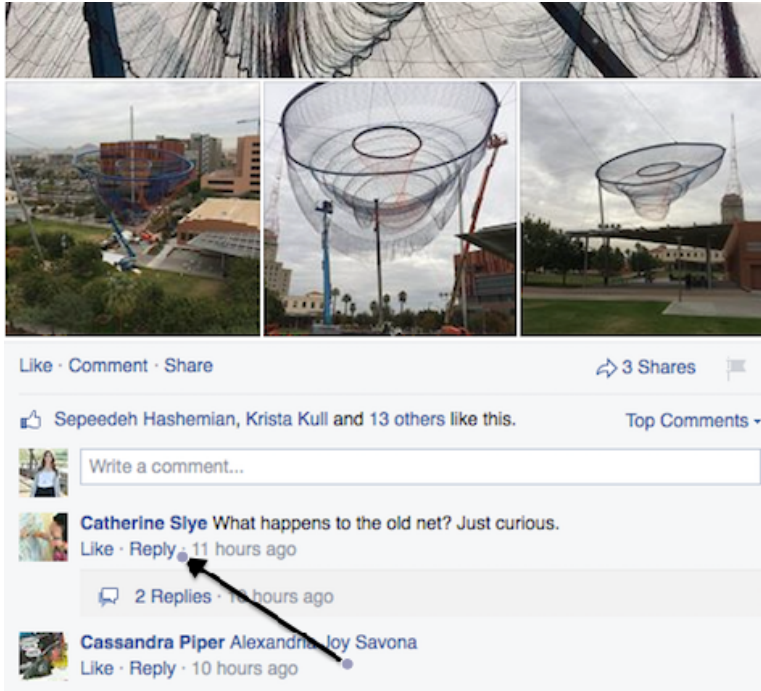
Don't be shy about finding people who share your interests, even if you don't know them (yet). Use Twitter Search to look for some of the most obscure keywords related to your work, hobbies, or passions. Then click through to the profiles of the people who wrote the tweets you find.

FACEBOOK

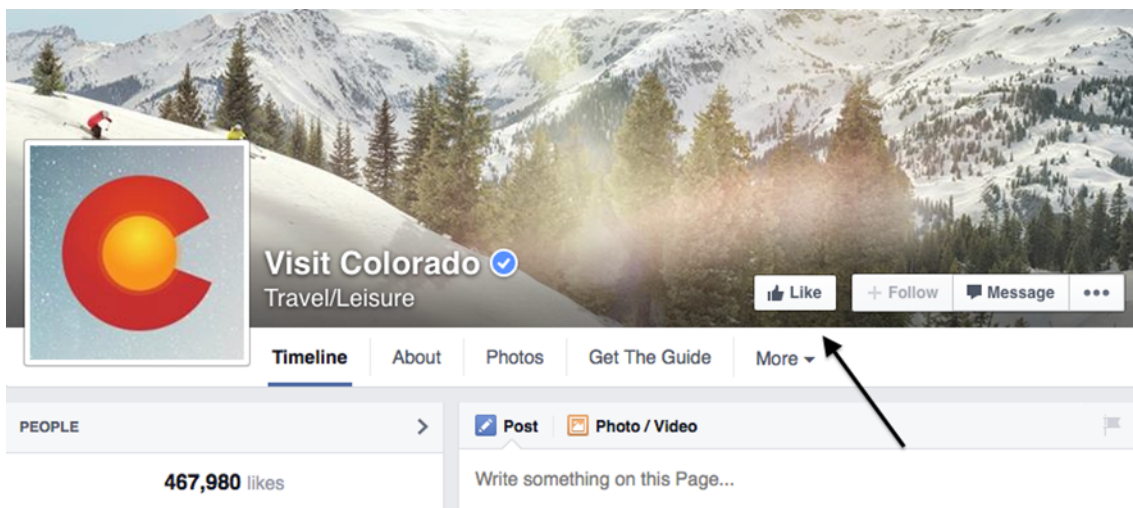




Share and like content from other sites to increase engagement. When you share posts from other people, they are more likely to share yours as well.



Reply to comments on your posts. It creates conversation and encourages people to keep liking and commenting on your content as well as increases engagement with your followers.



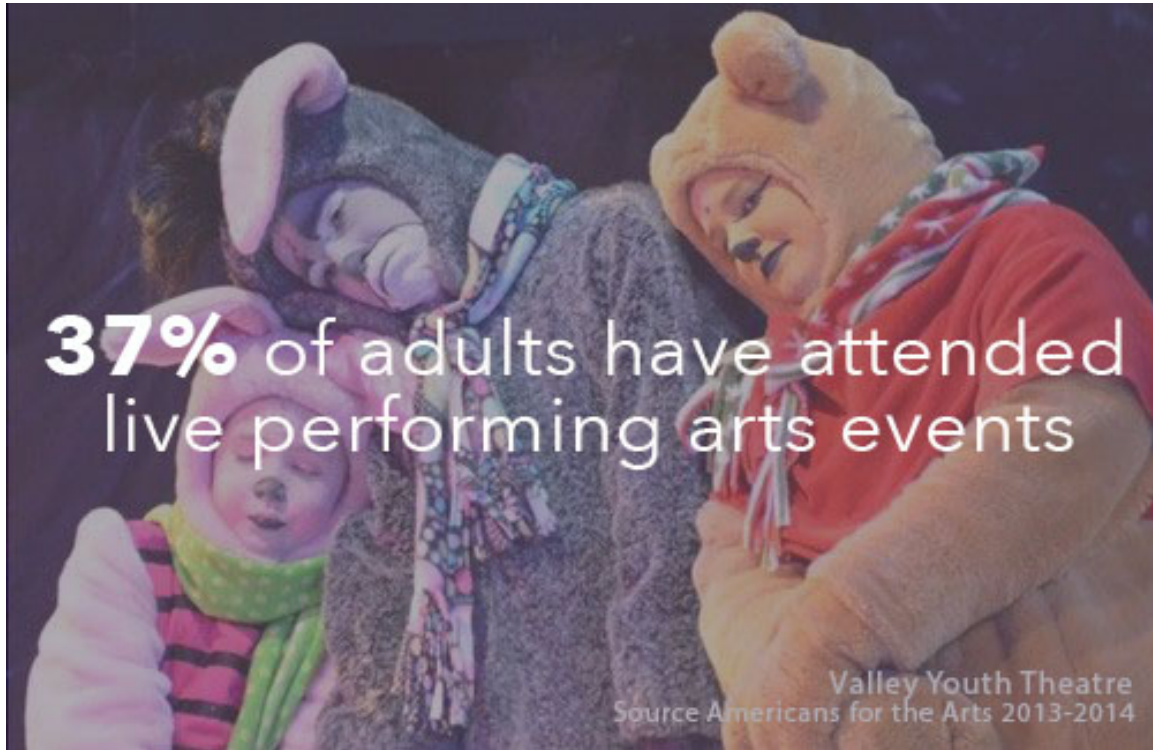


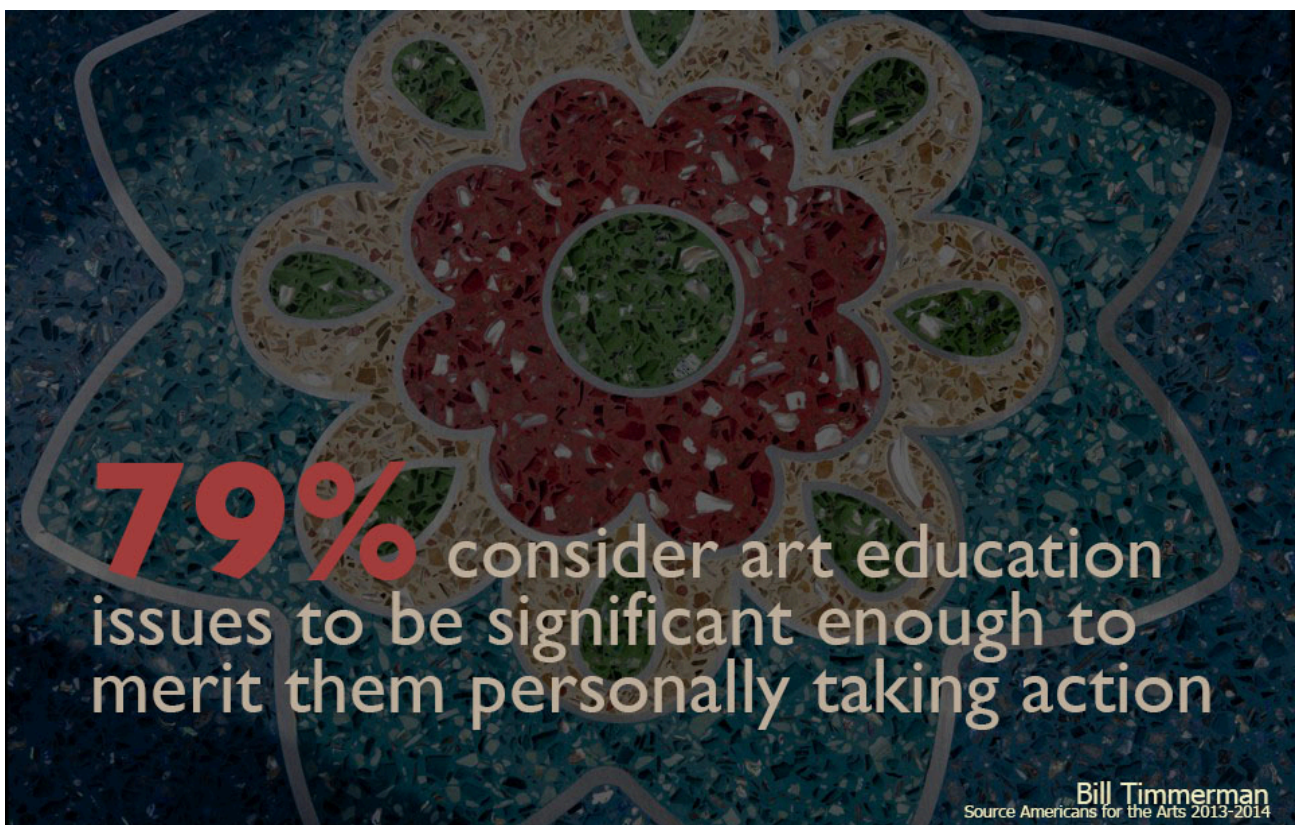
Like or follow people and organizations who have a similar theme or style as you, or who you aspire to be like. It will help you engage with not only your followers but people who are similar to your own organization which can lead to more activity on your page.

INSTAGRAM

1. Use hashtags to encourage people to visit your site.
2. Post pictures regularly, at least three times a week.
3. Post timely content. If there is a holiday or event coming up, make sure to showcase it.
4. Conduct contests and giveaways. They build your Instagram audience while increasing engagement with your followers.
5. Promote your Instagram on all social media accounts. Your followers won't know you have created an Instagram unless you tell them.
6. Follow people or organizations who have similar content to your Instagram.
7. Like and comment on your follower's photos. It creates conversation and invites them to come look at your page.
8. Respond to comments on your photos. People are more willing to engage with you if they know you are listening.

Infographics










68% of travels include cultural arts, heritage or historic activities

Arab American Festival
Source: Americans for the Arts 2013-2014



Students with high level of arts involvement are
4 times more likely to have been
recognized for academic achievement

Source: Americans for the Arts 2013-2014
©Vivian O'Connor Photography



93% of Americans believe arts
is vital in providing a
well-rounded education

<https://www.phoenix.gov/arts/public-art-program>
Source: Americans for the Arts 2013-2014



ARTS EDUCATION
INCREASES TEST
SCORES AND
LOWERS
DROPOUT RATE

PHOENIX ARTS AND CULTURE COMMISSION
SOURCE: AMERICANS FOR THE ARTS 2013-2014

