



## HEAD OF COMMUNICATIONS AND OUTREACH: ASSESSMENT

The Head of Communications will often receive a finished piece of content and be asked to spread that content across multiple platforms, including newspapers, the Museum's website, and social media. It will be up to the Head of Communications to use their discretion and expertise to pick the best messages for the right audience and medium.

Please note, plagiarized works will not be accepted.

Please refer to the supplementary material, "Exhibit Panel", for this portion of the assessment.

1. Simplify the text down to its main points. That summary will be placed on the Museum's website and will serve as a point-of-reference for journalists, potential visitors, and existing Museum "fans". The summary should be no longer than 900 words and score higher than a 45 on the Flesch-Kincaid Readability Test.
2. Write copy for one organic Instagram post and one paid Facebook ad that promotes the exhibit.

The Head of Communications will receive raw program descriptions from the Museum's Education department. That content often needs to be truncated or expanded upon for marketing purposes.

1. Write a press release that expands upon the italicized text. The release should be no longer than 400 words and follow industry standards. It should be so informative that, even if the reader does not attend the workshop, he or she knows what seed beading is. You will need to research "beading" or "seed beading" in order to complete this section.

*Choctaw artist Greg Bohanan will lead a loom beading workshop February 17, from 10 am to 3:00 pm. The class is capped at 10 people. Cost is \$45. Attendees may keep any leftover materials—including the loom—for their own use. The class will break at noon for a potluck lunch and resume at 1:00 pm. Participants can register online or by calling the Museum Store.*