StEPs-UT Audience Public Relations

HANDS-ON ACTIVITY #3 = 20 minutes
Community Relations

Instructions:

1) Break into your museum groups.

2) Answer these questions and note responses in space below (10 minutes):
   a) What are the key characteristics and most pressing concerns of your community?
   b) Has your museum been responsive to these concerns? In what ways?
   c) Who are your community’s most influential leaders? How strong are your museum’s relationships with them?
   d) What are some ways you could better serve your community?
   e) Who are some potential partners?

3) Group discussion (10 minutes):