



**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):**
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