



DC COMMISSION ON THE ARTS & HUMANITIES

MINUTES

**DC COMMISSION ON THE ARTS & HUMANITIES
EXECUTIVE COMMITTEE SPECIAL MEETING
TUESDAY, JUNE 21, 2022**

Call to Order

A special meeting of the Executive Committee of the Commission on the Arts and Humanities was called to order at 2:03 pm, Tuesday, June 21, 2022, in open session via the Cisco Webex virtual meeting platform, with Chairperson Reggie Van Lee presiding. The purpose of this special meeting was a review and discussion of the CAH FY 2022 marketing and communications plan presented by Bayne, LLC.

MEMBERS PRESENT

Reggie Van Lee, *Chairperson and Executive Committee Chair*; Maggie FitzPatrick, *Vice Chairperson and Public Art Committee Chair*; Hector Torres, *Secretary and Arts Education Committee Chair*; Kymber Menkiti, *Treasurer and Finance Committee Chair*; Quanice Floyd, *IDEA Committee Chair*; Gretchen Wharton, *Grants Committee Chair*; Rhona Wolfe Friedman, *Governance Committee Chair*

MEMBERS ABSENT

None

STAFF ATTENDING

Heran Sereke-Brhan, *Executive Director*; David Markey, *Deputy Director*; Terrell Johnson, *Senior Grants Officer*; Brian Allende, *Resource Allocations Officer*; Jeffrey Scott, *Chief of Staff*

Roll Call to Establish Quorum

The roll was called, and a quorum was determined to be present.

Land Acknowledgment

The Chair read the acknowledgment of the ancestral lands of the Nacotchtank and Piscataway Peoples.

Review and discussion of the CAH FY 2022 marketing and communications plan

The Chair asked Anthony Hales, CEO of Bayne, LLC., to present the attached marketing and communications plan to the Committee. Following the presentation and discussion, the Committee agreed to an action items list for Bayne, LLC.'s responses (attached).

Adjournment

There being no further business to come before the Committee, the meeting was adjourned at 3:17 pm.

Attachments:

1. CAH FY 2022 marketing and communications plan, presented by Bayne, LLC.
2. Action items for Bayne, LLC.

DC Commission on the Arts and Humanities Marketing and Communications Plan

Submitted by: Bayne LLC

May 14, 2022

PROJECT OVERVIEW

This marketing and communication plan will serve as the guiding document for the Commission on the Arts and Humanities 2022 marketing efforts. All necessary steps to be taken for the implementation and management of the project and promotion of key programs such as grant applications are contained here. Also included, is information on its personnel, tasks, and schedules.

Bayne LLC (Bayne) has been contracted to design, develop, and execute a comprehensive, multi-month, multi-channel marketing and communications plan that informs District residents about CAH's work, achievements, plans and strategic focus. The plan will also effectively communicate changes to CAH policy or strategy and build on a renewed commitment to Inclusion, Diversity, Equity and Access values in grantmaking.

PROJECT SCOPE AND OBJECTIVES

Bayne will seek to accomplish the following goals:

1. Elevate the local, regional, and national visibility of current CAH grantees and their grant-funded projects with an emphasis on the projects' positive impacts and community benefits
2. Increase the number and percentage of applicants from underrepresented communities and organizations
3. Increase awareness of and participation in CAH's non-grant activities
4. Highlight ongoing CAH activities and how they relate to the recommendations from the CAH Task Force of Equity, Inclusion and Belonging
5. Build a stronger and more robust social media presence for CAH through a regular content calendar schedule and testimonials

Background

The DC Commission on the Arts and Humanities (CAH) plays a central role in the District by supporting local artists, educators, and organizations. CAH also ensures that racial minorities and

other traditionally underserved communities are represented in the District’s arts scene. The agency is one of the largest funders of arts and culture in the DC Metro area.

In 2021, the D.C. Council took steps to make CAH grant funding more equitable. The council passed a new funding formula and redirected more than \$5 million to grantees with annual budgets under \$1 million. This was an important step in CAH’s diversity and equity efforts as the agency looks to provide additional support for less resourced organizations with a footprint in underserved areas of the District.

While adjusting the grant funding formula and reserving additional funds for smaller organizations are important steps for CAH to take in its efforts to be more equitable, there is still more work to be done to achieve more equity. CAH must be intentional in its efforts to engage diverse organizations to increase the number of minority-led and minority-focused applicants for its grant programs. CAH must also focus on raising awareness of its programs, grants and accomplishments through targeted media outreach and marketing to people of color and women led organizations which historically have been left out of traditional arts and philanthropic funding opportunities.

Bayne will seek to accomplish this goal through a coordinated marketing and outreach campaign that will include media placement, targeted social media engagement and a series of ads.

Creative Approach “The Artists’ Table”

The creative concept of the campaign is “The Artists’ Table” with the tagline “Just Create.” Modeled after Judy Chicago’s iconic installation, “The Dinner Table,” the concept of “The Artists Table” is to introduce the city, the region, and the nation to the richness of artists who have been excluded from the conversations about art, what is recognized as art and what work is funded, celebrated, featured and promoted. This campaign, “The Artists Table” will work to broaden and deepen the conversation by including lesser-known artists, disciplines, and projects funded by the Commission as well as by putting an intentional focus on a diverse cadre of women, Black, Indigenous, People of Color (BIPOC), and LGBTQ artists.

The theme of the campaign is inclusion and promotion. “The Artists’ Table” will consist of a series of artists portraits that will be used as a part of the media outreach and promotion campaign and a mini docuseries. We will capture up to 5 individual portraits and a group portrait that depicts the artists and their medium across a wide range of disciplines in the arts. The aim of “The Artists Table” photoshoot is to highlight the trajectory and diversity of artists the CAH has supported. The portraits will become a part of a social media campaign to drive more participation in its grants process and raise the profile of the organization.

The five highlighted artist will be chosen through a competitive application process and selected by the Bayne team based on a rubric developed by Bayne. The artists will receive \$2000 stipends for their participation in the campaign.

This first iteration of the “The Artists’ Table” is meant to establish the Commission’s commitment to inclusion by highlighting the opening of their “table” to artists across race, gender, sexuality, and age lines. Like Chicago’s iconic work, we envision “The Artist Table” to be an evolving visual documentation of the trajectory of Commission’s commitment to reaching out to diverse audiences and transforming the conversation about art. In other words, we envision this as an on-going project in which the Commission picks up to 5 outstanding artists each year to feature at its “table.” In essence, “The Artist Table” will be a living, contemporary, real-time snapshot of the District of Columbia current and emerging art scene as well as a historical marker to track and hold the Commission accountable to its commitment.

Additionally, “The Artists’ Table” signifies on the common social justice rallying cry “a seat at the table.” By depicting the concept of “the table” with the invitation to “Just Create”, the creative concept dovetails into the Commission of Arts and Humanities (CAH) theme of “embedding Inclusion, Diversity, Equity, and Access (IDEA)” in its efforts moving forward. The concept of “Artist Table” invites audiences to see how the CAH is moving beyond rhetoric and into action.

The creative vision of “The Artists’ Table” along with the “Just Create” campaign slogan is to attract historically underrepresented groups to the table. The campaign intends to tap into ardent art enthusiast hunger for “new” art as well as groups who have not only been systemically denied a seat at “the table,” but also excluded from the art scene or marginalized to tokenism.

The campaign intends to capture what it takes for artists to create, especially under-resourced artists, while simultaneously embracing the result of each artist’s will to “Just Create”—beauty, drama, uplift, fun, and joy.

Accompanied by the Commissions outreach and technical support services, “The Artists Table” intends to center the artist and their needs.

The graphic design of posters and ads will have a common thread that harkens back to a “table,” reminding its target audience that this is ongoing commitment, and all are welcome to participate.

Exhibition

A series of portraits of the artist will be placed in the gallery as part of the Artist table exhibit. The exhibit will tell the story of these artists through a series of visual images. The project team will host an opening reception for the exhibit to showcase the artists and to highlight the commissions commitment to equity and inclusion.

Linking the Campaign to Strategy

The CAH is positioned well to be a leader in the conversation of how to create sustainable arts ecosystems, particularly emerging from the pandemic and implementing scalable IDEA

measures. To capitalize on this, the creative visual storytelling outcomes are two-fold: turn the complex issue of inclusion, diversity, equity, and accessibility into a compelling story that will drive action and provide ever-green informational visual content to drive the diversification of the application process.

The first step in developing this story is to create a visually dynamic campaign that combines original photography, graphic and print designs, informational videos, and a mini docuseries that tells the story of CAH's inward reflection and emergence throughout the COVID 19 pandemic and amidst racial protests. The three-part mini docuseries of videos (5-7 minutes) will be edited into 1:00-1:30 sharable social media videos. Three of the artists from the "The Artists Table" photoshoot and social media campaign will be featured in the mini docuseries.

The intention of the docuseries is to create a portrait of the rich diversity of the District of Columbia's arts ecosystem. The Bayne Team will record interviews with characters from CAH (e.g., visionary, artist turned grants officer, etc.) and offer viewers behind-the-scenes glimpses of CAH at work as well as featured artists/grantees at work. Each episode will serve as a travel profile of the parts of the city where artists live, create, and display their works.

The first episode of the docuseries will feature key characters from the CAH who led the institution's inward journey and developed its vision for the future of art in the city, the region, and the country. Among the featured speakers will be Reginald Van Lee and two CAH staff members. Interwoven in the first episode will be behind-the-scenes footage of the "The Artists' Table" photoshoot as well as introduction to the featured artists in the series.

The second and third episodes will focus on one artist or organization. The episode will provide a behind-the-scenes glimpse into the artist lives, talents, work, and passions. Using the cityscapes and local landmarks, "The Artists' Table" intends to feature the District's distinct character in the series. Positioning the city as a character in the story enables the District to emerge as the "place" where the inclusion and diversity is not just an idea, it is a way of life leading to reality, especially as it grapples with the shifting demographic.

The creative concept for this project seamlessly ties into the marketing and outreach strategy to increase awareness of CAH grant programs to historically underrepresented artists and tells the story of the Commission of the Arts and Humanities.

Digital Engagement

The Commission of Arts and Humanities has the goal of increasing the conversion rate of newly introduced audiences for their 22' and 23' grant programs. A comprehensive **social media strategy** is a solution to achieve the goal listed above. We plan to use the following tactics.

(10) Grantee Spotlights

Spotlighting inspiring grantees and their craft is a great storytelling opportunity for the overall content strategy. This will include identifying key grantees (monthly), highlighting their mission and accolades, and articulating how the CAH grant was valuable to their story. Highlighted grantees will receive a \$500 donation from Bayne.

Arts and Humanities Advocacy

There is an opportunity with this project to tell the story of arts and humanities programs as a whole in the District. This will also give CAH the opportunity to highlight the diversity of types of artists and help people recognize artists whose work falls outside of the traditional view of art.

Approaching Grants

Within the social media strategy, there is an opportunity to spotlight specific grants as they approach deadlines. For example, the following initiatives can be highlighted but aren't limited to these:

- The Marion Barry Project
- Public Arts
- Relief and Recovery Fund

TACTICS

The following tactics are recommended to achieve the goal stated above. These tactics will include the storytelling opportunities listed and are video-focused across Facebook, Instagram, Twitter, Youtube and Tiktok platforms.

Instagram Reels and IGTV - :60 and :90 secs

Facebook and Instagram Ads

Carousel Post Spotlights - (10)

OOO Marketing QR Code to Youtube Promo

Google / Youtube Ads

Youtube Promos, Teasers,

Tiktok Page Creation

TIMELINE

There will be a content calendar sent out monthly that includes what posts and platforms will be scheduled. The calendar should be **sent out by the 3rd Wednesday** of the month for a schedule of the approaching month. Approval for the content calendar is **due on the 4th Wednesday of the month**.

Media Relations

Bayne LLC proposes the following communications and media relations strategies in order to bolster and support CAH key grant programs and showcase the work the Commission is doing to reach underserved communities.

REVIEW DATA (Qualitative/Quantitative)

Bayne will review available CAH Data to better understand agency and grantee challenges and to help us ensure we are targeting the right populations with the right messages. We will also seek to get a better understanding of how both CAH's constituents, and the public at large currently view the commission.

REVIEW/UPDATE AGENCY KEY MESSAGES

We will make sure that the mission/vision statements and key programs all have the same language and that there are quick 1-pagers/FAQs on the work of the Commission and results.

PRESS LIST

Our team will research and distill a high-value press list of digital, print and broadcast reporters, including DC and national cultural arts, music and education policy reporters who may find interest in CAH events, grantmaking and work in the broader arts ecosystem community. This will primarily be radio, print and broadcast outlets and reporters.

Bayne also recommends cultivating a list of cultural leaders across grantmaking, arts institutions, and educational institutions who should be cultivated and brought in for CAH events and programming. These partners can help to amplify CAH programs and initiatives. This list will serve as the basis of our outreach for both the media advisory, press release, and general pitching on CAH news, grantmaking, and more.

MEDIA ADVISORY

This will contain any basic event information and will be disseminated to the full press list. Each event that commission hosts and webinar should be a media advisory. After its release, our team will conduct two rounds of personalized email inquiries as well as "chase calls" to ensure reporters have been touched multiple times with our information.

DIGITAL REPOSITORY

Bayne will develop a repository of approved stories for use in newsletters, social media, and other marketing materials/tactics as needed. This will help CAH ensure that the agency is able to stay in the spotlight, even during slow news cycles

OP-ED or LETTERS TO THE EDITOR

Bayne LLC in partnership with CAH will draft, pitch, and secure placement of a co-authored op-ed (including a national arts leader and/or high-profile CEO of an arts organization).

Ideally, we will place the op-ed in either a top-tier national outlet, inside-the-beltway publication, regional paper or arts-related trade publication. A draft should be approved and ready for pitching by no later than September 1 due to varying editorial guidelines for opinion submissions. While there's no guarantee a publication will accept the piece for immediate placement, our team will keep working until it's placed.

Another consideration is as shorter (250 words or less) Letter to the Editor from supporters outlining the strengths and positive work of the Commission.

PITCHING

We propose to pitch reporters with these themes related to the Commission:

- **National/Industry Leader:** CAH does great work and empowers local community arts organizations to grow and thrive. There is an opportunity to speak, convene and showcase best practices to a national audience.
- **Grantmaking:** An inside-look at the work of the commission in keeping the arts sector thriving and alive in the District
- **Diversity:** New initiatives to reach new audiences and the impact it has had. Diversity of the District's arts sectors from visual, performing, humanities and more. Share data where possible.
- **Storytelling:** Highlight the work of EOTR and women/POC led organizations. How have your programs leveled the playing field?

Paid Media

In order to amplify the voice of CAH and ensure the stories from this campaign have the greatest impact possible, Bayne will strategically purchase ads across platforms. The ad buys will be used to supplement and build upon the creative and digital engagement efforts. The following ad-buys will be executed.

- Facebook and Instagram ads promoting grant applications, CAH events and highlighting important achievements
- Boosted posts to promote the spotlight grantees monthly

- Bus and WMATA station ads promoting the highlighted grantees
- Boosted videos on YouTube and social media promoting grantees
- Pre-roll ads on YouTube showing snippets of the interviews with the selected grantees
- Boosted interviews on Facebook and Instagram of the selected grantees
- Ads in community newspapers highlighting CAH's work

Proposed Media Buy Schedule

May

Outlet	Dates	Topic
FB Ads	May 20-31	Marion Barry Project, Recovery Fund, Public Art Grant
Boosted Post	May 20-31	Marion Barry Project, Recovery Fund, Public Art Grant
WKYS	May 23-31	Recovery Fund, Public Art Grant
WMMJ	May 23-31	Recovery Fund, Public Art Grant
Informer eblast	May 19	Marion Barry Project

June

Outlet	Dates	Topic
FB Ads	June 10-30	Recovery Fund
Boosted Post	June 5-30	Highlighted Grantee
Hillrag/Midcity/EOTR	TBD	Recovery Fund
El Zol	June 6-24	Recovery Fund
WPGC	June 6-24	Recovery Fund

July

Outlet	Dates	Topic
FB Ads	July 10-30	Opening of Artist Table Exhibition

Boosted Post	July 10-30	Highlighted Grantee

August

Outlet	Dates	Topic
FB Ads	August 1-30	Artist Table
Boosted Post	August 10-30	Highlighted Grantee
Hillrag/Midcity/EOTR	TBD	Artist Table
Youtube	TBD	Artist Table
WMATA Ads	TBD	Artist Table

September

Outlet	Dates	Topic
FB Ads	September 1-28	Artist Table
Boosted Post	September 5-28	Highlighted Grantee
WMATA Ads	TBD	Artist Table

October

Outlet	Dates	Topic
FB Ads	October 10-31	Artist Table
Boosted Post	October 10-31	Highlighted Grantee

November

Outlet	Dates	Topic
FB Ads		Artist Table
Boosted Post		2023 Grantees

Project Team Roles and Responsibilities

Anthony Hales, will serve as the Project Manager. He will have overall authority and responsibility in ensuring that all actions related to the project are effectively managed and executed.

The remaining personnel make up the communications team, who will be assigned to perform all work related to the creative phase of this project. This team will be working closely with the project manager.

Title	Staff Member	Responsibilities
Project Manager	Anthony Hales	Responsible for management of staff and project schedule. Will lead coordination of deliverables.
Media Relations	Andrew Lee	Responsible for leading and overseeing press/media outreach efforts
Creative Director	Andrene Taylor	Oversees design and development of all marketing and outreach materials related to the project.
Social Media Strategist	Umarah Mughnee	Responsible for overseeing content strategy, social media marketing and copywriting

Project Timeline

Item/Activity	Timeline	Format
Marketing and Communications Strategy	May 6, 2022	Word Document/PDF
Grant Application Flyers	May 19, 2022	JPEG
Grant Application Ads	May 19, 2022	JPEG
Media Training Session	NLT May 30, 2022	In-person
Media Pitching Strategy	May 30, 2022	Document
Monthly Content Calendar & Report (May-November)	3rd Wednesday of the month	
Media Pitch Updates	Ongoing	
Artist Table Application	June 6-18	
Project Meetings	Bi-weekly	Virtual
Artist Table Selection	June 27, 2022	
Grantee Social Media Templates	June 30, 2022	JPEG, PSD
Artist Table Photoshoot	July 11, 2022	
Exhibition Opens	July 25, 2022	
Promotional Videos	August 8, 2022	MP4
WMATA Ads	August 8, 2022	JPEG

Project Deliverables

Item/Activity	#	Format	Timeline
Grant Application Flyers	11	JPEG	May 17
Promotional Videos	3	TBD	August 8
Promotional Posts	NTE 10	JPEG	TBD
Templates for Grantees	11	Virtual/In-person	TBD
Content Calendar	5	Word Document	Monthly

Media Training	1	In-person meeting	TBD
Media Opportunity Tracker	Ongoing	Spreadsheet	May 31
Interview Prep	1		TBD
WMATA Ads	3	JPEG	August 1
Newspaper Ads	3	JPEG	June 30, August 8
Final Report	1	PDF	November 15

QUALITY CONTROL

All project participants have the responsibility of ensuring that the project outputs are delivered according to the acceptable standards set by the project manager. The project manager, assuming overall responsibility, will be supervising all project processes.

COMMUNICATION PROCESS

The project manager will be primarily responsible for ensuring that all communication in relation to the project will be made and delivered smoothly. This is to avoid any confusion and delay to the project implementation.

All team members are required to furnish regular reports every time a deliverable has been accomplished. The report will be made and sent by whichever team member has accomplished a deliverable.

All reports and other incidental matters will be communicated through email except for urgent matters that will require a phone call. All general instructions and announcements will be made by the project manager in every monthly progress meeting. During the meeting, designated team members will present the current status of their work.

Guidelines for Communication

1. **Meetings:** A meeting agenda will be distributed by the project manager 1 day prior to the meeting date. The agenda must be reviewed by all participants. All meeting participants must arrive on time and pay full attention on the matters discussed during the meeting. For every meeting, a designated timekeeper will monitor the proper flow of the meeting,

ensuring that the agenda and schedule are being followed. Unrelated subject matters must be kept to a minimum. The project coordinator will take down the minutes of the meeting, which will then be distributed to all participants in a memo through email. The memo will serve as a future reference for all matters regarding the project.

2. **Email:** All matters to be communicated through email must be brief and concise. Errors of any kind are discouraged so that the message sent will be understood clearly by the recipient. Personal messages are prohibited. All email should be sent to all appropriate recipients only. All attachments must follow the format provided by the project manager. If a participant wishes to raise an issue via email, the message must contain a brief overview of the issue and a recommendation on how to deal with the issue properly. The project manager must be copied on all emails.
3. **Informal Communication:** All other pertinent communication must go through the project manager first. The project manager will decide what action is appropriate for the issue presented.

DC COMMISSION ON THE ARTS & HUMANITIES
EXECUTIVE COMMITTEE

Action Items for Bayne LLC re CAH FY 2022 Marketing and Communications Plan

1. Please restate how we will define success at the end of this contract (November 2022??) and clarify what the deliverables are
2. Ensure that at least three critical inputs will be integral to the work to be done — (1) our Strategic Plan, (2) our Public Arts Plan, and (3) the 44 Equity, Inclusion & Belonging Taskforce recommendations— and explicitly link all of Bayne’s recommendations to recommendations made in these three documents
3. Collect PR requirements from each of the Board Committees and address as many as possible in the Bayne recommendations
4. Revisit the “Artist Table” plan and ensure diversity, equity and inclusion — address concerns over only having 5 artists involved and concerns over the process for choosing the artists. Consider spotlighting one or more grantees each month but be careful about the process by which those artists are chosen
5. Provide more detail on the advertising plan — which media outlets and why, how will the effectiveness of the ads be measured?
6. Consider using most, if not all, of the \$125K advertising budget on events physically out in the various communities (I suggested doing 25 community events at \$5,000 per event) and ensure diverse geographic/demographic coverage
7. Ensure that some of Bayne’s recommendations will address significantly increasing the attendance at and audience diversity of CAH events (programs, seminars, workshops, exhibitions, presentations, etc).
8. Creating plans for publicizing our involvement in prominent events like Art All Night, the Mayor’s Arts Awards, etc well in advance of these events
9. Ensuring an ongoing interaction between Bayne and CAH to publicize significant “newsworthy” activities/events/accomplishments as they happen — e.g., the significant increase in our budget this year (\$49M vs prior years), our Mentor/Protege program demand and plans (90 organizations signed up), our tribute to Sam Gilliam and his historical connection to CAH, the WP article on “Fragile Beauty”, etc.
10. Better leverage the networks/relationships of Commissioners with media outlets (e.g., Cathy Hughes at Radio One/TV One, Scott Mills at BET, etc.) for free PSAs about CAH and for stories in local and national publications
11. Confirm that Bayne will provide explicit/detailed NEXT STEPS at the end of this contract (November 2022) on how CAH should proceed in implementing Bayne’s recommendations and other items not covered in this first phase