

Arts Management Guidelines

Twenty Rules for Creating Institutional Identity

1. Institution identity, after performance quality, is the single most important asset an organization can have if it wants to maintain revenue growth; spend time and energy on creating identity. If you do not, you are wasting time and money in marketing and fundraising activities.
2. We live in a media-dense world. Something has to be very special to get attention.
3. Your performances and exhibitions are the primary means of creating identity; make them as interesting as possible.
4. Other activities – exhibitions, galas, educational programming, etc. – also create identity. Add those special elements that will make them more interesting.
5. Packages of activities are more interesting to the press than single activities.
6. Packages can often be put together with little or no additional cost.
7. Celebrities are an easy way to attract attention.
8. No one media 'hit' has a lasting impact. One needs a constant flow of public excitement. For a mid-sized organization, I try to have a one 'PR-able' activity a quarter.
9. Most good identity activities are free or can be underwritten
10. You do not need a public relations firm.
11. Do not waste time or money on designing logos or tag-lines
12. You do not need to create identity with everyone; pick your targets.
13. Use local television and radio.
14. Cultivate the press and be honest; do not over-hype.
15. Use joint ventures where appropriate.
16. Make sure the identity you are creating is the one you want.

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17. Find ways to use your corporate donors to help create identity – you are both looking for the same thing.
18. Don't panic if you get negative press; people tend to forget very quickly.
19. Do not respond to bad reviews or articles; it simply keeps the story alive.
20. National and international press stories are a remarkable way to create visibility at home.