

**Illinois State Museum – MuseumLink – Behind the Scenes Activity:
Prepare for the Exhibit Opening**

Preparing for an exhibit opening requires the teamwork of many people. Assign each of these roles to a student (or let each choose a roll to play) and organize an opening for the classroom museum exhibit. The public relations coordinator job may be split between two students if desired.

STUDENT ROLES :

Public Relations Coordinator:

- 1) writes a press release and an advertisement for the exhibit, including all the pertinent facts (who, what, where, when)
- 2) The press release and ad are published via flyers or in the school newspaper

Graphic Artist:

- 1) designs the ad with text and artwork (clip art, drawings, photographs, etc.) on the computer or by hand
- 2) designs the reception invitation

Editor: makes sure the spelling, grammar, and punctuation of the ad and invitation are correct.

Educator:

- 1) prepares a program or presentation on the exhibit
- 2) presents it for visitors or teaches docents to do it

Development Director:

- 1) writes text for invitations.
- 2) sends invitations to your audience members, especially the families of donors, the press, and VIPs
- 3) prepares for a reception. (The Development Director can supervise a catering committee to provide refreshments, or parents can volunteer to do this.)

Photographer: takes photographs to record the exhibit, the reception and other events, including a photograph for the ad and invitation.