



THE ART OF RE-OPENING:

How Chester County's Arts, Culture & Heritage Nonprofits Are Dealing with COVID-19

COVID COMMUNICATIONS & MESSAGING

Free Zoom Panel
Thurs, May 13 @ noon

With thought leaders...



Emily Simmons
The Colonial Theatre



Jane Moss
People's Light

PROMOTIONAL PARTNERS



Cultural Alliance of Chester County

THE ART OF RE-OPENING:
How Chester County's Arts, Culture & Heritage Nonprofits Are Dealing with COVID-19

REGISTER FOR FREE: [CULTURECHESCO.ORG/ART-OF-REOPENING](https://www.culturechesco.org/art-of-reopening)

APRIL 8 @ NOON

APRIL 22 @ NOON

PROMOTIONAL PARTNERS

Cultural Alliance of Chester County

THE ART OF RE-OPENING:
How Chester County's Arts, Culture & Heritage Nonprofits Are Dealing with COVID-19

COVID COMMUNICATIONS & MESSAGING

Free Zoom Panel
Thurs, May 13 @ noon

With thought leaders...

Emily Simmons
The Colonial Theatre

Jane Moss
People's Light

REGISTER FOR FREE:
[culturechesco.org/art-of-reopening](https://www.culturechesco.org/art-of-reopening)

PROMOTIONAL PARTNERS

THURSDAY Noon - 1:15	PEER EXCHANGE? SPECIAL TOPICS? SPECIFIC THOUGHT LEADERS?
June 10	
July 15	
Aug 12	
Sept 16	

<https://www.culturechesco.org/art-of-reopening>



COVID Communications & Messaging: A Discussion

Discussion Area #1: Messaging:

- How receptive has each of your various target markets been to your messaging in the various COVID phases? (staff, board, volunteers, donors, audiences, class participants, artists/performers)
- Phases:
 - Totally Closed... Working Remotely... Digital/Virtual Programming...
 - Partially Open for Outdoor Programming & Events...
 - Partially Open for Limited Indoor Programming & Events...
 - Awaiting Decisions, not sure when we will be fully operational

Discussion Area #2: Modes: Print & Virtual/Digital Communications:

- How has COVID changed your use of each mode? The frequency & timing?
- What is the range of reactions & responses you are getting?
- How can you discern what is most impactful? Cost effective?
- What's an example of something that worked very well? Not so well?

Discussion Area #3: Looking Ahead

- How do you foresee communications changing going forward, as impacted by COVID?

Resource Links <https://www.culturechesco.org/art-of-reopening>

Date	Title	Source	Summary	URL
2021-03	PCA Tips & Resource Guide for Opening Safely	PA Council on the Arts	Strategically plan for reopening & moving forward when appropriate locally	PCA Tips and Resources for Reopening Safely.pdf (pa.gov)
2020-07-21	Reopening the Arts & Humanities Safely	PA Humanities Council	Safety tips & panelists	Reopening the Arts and Humanities Safely - YouTube
2021-03	The Art of Re-Opening	NEA: National Endowment for the Arts	9 case studies w/ tips	https://www.arts.gov/impact/research/publications/art-reopening
2020-09	Culture Shock: COVID-19 & the cultural & creative sectors	OECD: Organization for Economic Co-operation and Development	Regional differences across countries & arts fields	https://www.oecd.org/coronavirus/policy-responses/culture-shock-covid-19-and-the-cultural-and-creative-sectors-08da9e0e/
2020-06	Guide to Reopening the Arts in North Carolina	Arts North Carolina	Arts organizations Arts education	https://artsnc.org/advocacy/covid-19-resources/open-arts-resources/ https://www.youtube.com/watch?v=29oeG5MZkA&feature=emb_logo
2021	Visitor Guidelines	Longwood Gardens	Example of COVID safety messaging	https://longwoodgardens.org/visit/visiting-guidelines
2021-04-06	Operating Safe Festivals & Events	Chester County's Brandywine Valley/CCCVB	Webinar for holding safe events	https://us02web.zoom.us/rec/share/Cw1vLUwJMVPBHO1tOmUYZGC6y08xD4G-E9cnnAet1W7MHjVCikGLPGRyZrXUPG.MtQ_uuV3bcifyeE Passcode: Wbb=Ga45
2021-01-05	Guidance for Cleaning and Disinfecting	CDC	Cleaning guides	https://chescocf.org/wp-content/uploads/2021/04/Cleaning-and-Disinfecting-Your-Facility-_-CDC.pdf https://chescocf.org/wp-content/uploads/2021/04/Guidance-for-Cleaning-and-Disinfecting-_-CDC.pdf
2021	COVID-19 Reopening Plan	Oxford Arts Alliance	Example of reopening plan and safety guidelines	https://chescocf.org/wp-content/uploads/2021/04/Covid-19-Reopening-Plan-for-The-Oxford-Arts-Alliance.pdf