



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

Susan Hamley
Chesco Conference & Visitor Bureau

Nina Kelly
Chesco Conference & Visitor Bureau

Nick D'Addezio
Longwood Gardens

Andrew Stewart
Brandywine River Museum of Art

APRIL 22 @ NOON

Heather Reiffer
Historic Sugartown

Anthony Derrico
Oxford Arts Alliance

Emily Simmons
The Colonial Theatre

April Evans
Uptown Krauer Performing Arts Center

Conor Hepp
Chester County History Center

Jane Moss
People's Light

PROMOTIONAL PARTNERS

CHESTER COUNTY community FOUNDATION

CHESTER COUNTY BRANDYWINE VALLEY

Restore

cultural ALLIANCE

Cultural Alliance of Chester County

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THURSDAY Noon - 1:15	HOW WE ARE DEALING WITH COVID-19/REOPENING AT OUR ARTS, CULTURE, HERITAGE NONPROFIT
June 10	Indoor/Outdoor Event Modifications
July 15	Dealing with No Maskers/Distance Issues
Aug 12	Program Redesign: Lessons learned from the summer
Sept 16	Program Redesign: What's up this fall?

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



People's
Light



COVID Communications & Messaging: A Discussion

Broadway Is Reopening in September – PA Is Loosening Restrictions ... what's the impact now?

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?

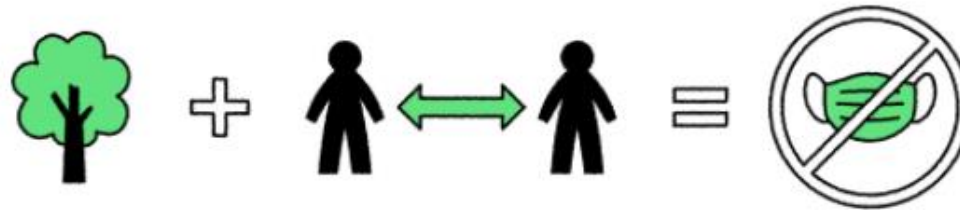
Discussion Area #3: Looking Ahead

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

Use the 2-out-of-3 Rule

If you're not vaccinated, make sure your activity meets two out of the following three conditions: outdoors, distanced and masked.

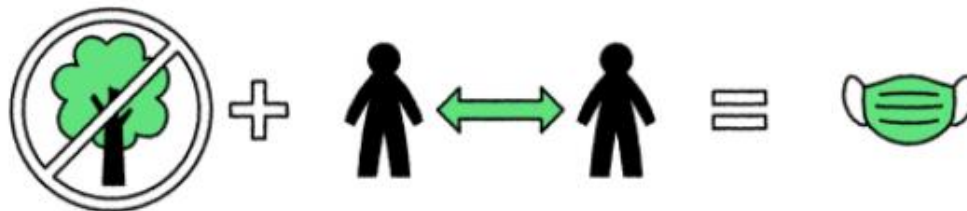
Outdoors + Distanced = No Mask Needed



Outdoors + No Distance = Mask Needed



Not Outdoors + Distanced = Mask Needed



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/Cw1vLUwJMVP5BHO1tOmUYZGC6y08xxD4G-E9cnnAet1W7MHjVCikGLPGRyZrXUPG.MtQ_uuV3bcifyeE Passcode: Wbb=Ga45
2021-01-05	Guidance for Cleaning and Disinfecting	CDC	Cleaning guides	https://chescof.org/wp-content/uploads/2021/04/Cleaning-and-Disinfecting-Your-Facility- -CDC.pdf https://chescof.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://chescof.org/wp-content/uploads/2021/04/Covid-19-Reopening-Plan-for-The-Oxford-Arts-Alliance.pdf