

PUBLIC & MEDIA RELATIONS

## CASE STUDY:

Poet Laureate Billy Collins at the  
Bainbridge Island Museum of Art



BAINBRIDGE ISLAND  
MUSEUM OF ART

## Industry: Nonprofit & The Arts

*"Our nonprofit hired La'Chris for a short-term project that had a very tight deadline. Her proposal was stellar and she was fast! She really jumped into the project with both feet. She also went the extra mile promoting our event through person to person contact. Thank you!"*

### **Renate Raymond**

Marketing & Development Director  
Bainbridge Island Museum of Art

### Client Needs

The Bainbridge Island Museum of Art (BIMA) needed assistance generating publicity and public awareness of weekend events that involved former **U.S. Poet Laureate Billy Collins'** visit to Bainbridge Island, Washington, in support of the museum's capital fundraising campaign. The events included the Poetry 180 Educators Event and a public reading and book signing for Mr. Collins' books.

### LJPR Approach

The project required a quick turnaround time of only seven weeks. Not only that, the weekend events were being held on the same weekend as

a major film festival. Yet, with concentrated and focused efforts, LJPR immediately connected with the local media and community organizations to help spread the word as well as leveraging various social media platforms.

## The Project

**Media Relations:** Approximately 71 press releases were submitted to relevant local monthly, weekly, and daily publications as well as to TV outlets. Six PSA's were sent to local radio stations. Press releases were also sent to literary groups and organizations such as the Washington Poets Association, Whidbey Writers Association, Poets West, and Pacific Northwest Writers Association.

**Media Relations:** To enhance the media relations effort, we focused on connecting to local community organizations to help spread the word about Billy Collins's visit with focus on the public event, in particular. We connected with the Miss Kitsap Organization and were able to secure Miss Kitsap Jessicajae Townsend who helped us meet and greet the commuters and passengers. Over 300 bookmarks were passed out to ferry commuters and passengers on Bainbridge Island.

**Social Media:** Several posts and tweets were made from Branding Made Simple, BIMA and community groups and individuals.

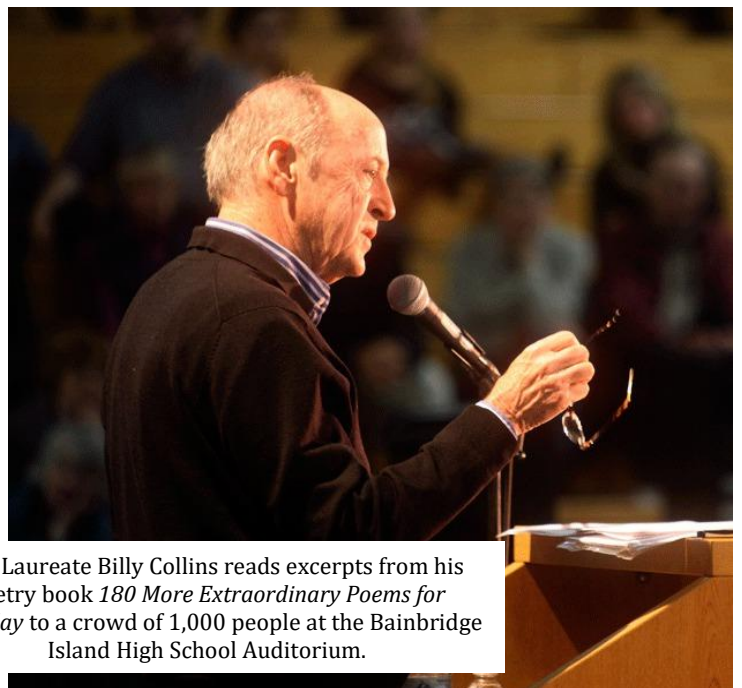
## Results

With the combined efforts of the Museum and the Branding Made Simple staff, we were able to attract nearly 1,000 visitors to all the events.

The BIMA Facebook page increased their new 'Likes' by over 30%.



Official artwork for the Bainbridge Island Museum of Art events.



Poet Laureate Billy Collins reads excerpts from his poetry book *180 More Extraordinary Poems for Everyday* to a crowd of 1,000 people at the Bainbridge Island High School Auditorium.

