

# Maltz Museum Of Jewish Heritage

The Maltz Museum of Jewish Heritage illuminates the achievements, history and traditions of the Jewish community through stunning, state-of-the-art exhibitions. Compelling personal stories are brought to life by film, computer interactives, special effects and dramatic exhibitions that feature unique artifacts, documents and images.

Landau Public Relations was engaged by the Museum’s Board of Directors, and its partners, The Maltz Family Foundation, the Jewish Community Federation of Cleveland and The Temple-Tifereth Israel, to generate awareness for the institution leading up to and through its October 2005 opening.



## Challenge:

The Museum is located in suburban Cleveland – approximately 30 minutes from downtown Cleveland. In addition, the name *Museum of Jewish Heritage* could limit interest from potential visitors not of the Jewish faith. And due to construction issues, the grand opening date was changed several times.

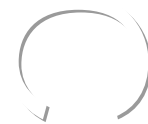
## Strategy & Tactics:

Before executing our public relations campaign, we worked closely with Museum leadership to determine the key messages that would resonate with a wide audience. By incorporating “interactive,” “state-of-the-art,” “an immersive experience,” “programs for all ages and interests,” and “developed by the team behind the International Spy Museum,” into all communications, we started debunking the notion that the Maltz Museum was a “history museum just for Jews.” In addition, we used the Museum’s tagline, “An American Story,” to reinforce the message that people of all faiths would find their personal story there.

To further enhance awareness and support the buzz surrounding the grand opening, our efforts included an international media relations campaign, a regional Speaker’s Bureau, and a local advertising campaign.

### Media Relations Campaign Tactics:

- Media list included more than 4,000 national and international contacts
- Issued advance media kit and personalized pitches by audience
- Media events
  - Familiarization tours
  - Hard hat previews
  - Editorial board meetings
  - Media preview five days before the grand opening
  - Special opportunities for Society media associated with the pre-opening gala
- Partnership with *Cleveland Jewish News*
  - Distribution to the Jewish Telegraphic Agency and regional Jewish newspapers



#### *Speaker's Bureau Tactics:*

- Distributed more than 400 letters to religious, civic and special interest groups to build advance visibility, familiarity and excitement for the Museum and its leadership
- To date, more than 35 presentations have been completed
- Presentations also enhanced group tour awareness

#### *Advertising Campaign Tactics:*

- Creative immediately established Museum as an exciting, interactive institution – reinforcing the key messages
- Insertions in local dailies and weeklies, Visitor's Bureau publications and radio spots

#### *Additional Tactics:*

- Worked with partners to utilize their communications vehicles to "spread the word"
- Established style guide to ensure message and style consistency
- Revised Web site to reflect updated brand
- Issued newsletter to more than 6,000 contacts and inserted it into *Cleveland Jewish News* to further communicate information about the Museum and its opening

### **Results:**

In the four months following the Maltz Museum's grand opening:

- More than 425 clips, reaching more than 26 million, have been generated in a variety of national and international print, broadcast and online media outlets
- Articles have appeared in all major Ohio dailies, *The Associated Press*, *Jerusalem Post*, *Museum News*, *The New York Times*, *USA Today.com*, *Miami Herald*, *Washington Post*, *Hadassah Magazine*, *Midwest Living*, *Home & Away*, *Canadian Jewish News*, *Tampa Tribune*, *Baltimore Jewish Times*, *Charlotte Observer*, *Kansas City Star*, *New York Newsday*, *Buffalo News*, *Palm Beach Post*, *Jewish Journal of Greater Los Angeles*, *Chronicle of Philanthropy*, *AI Architect*, *Reunions Magazine* and more.
- Local TV and radio stations continue to turn to the Museum and its leadership for stories.
- Museum membership reached more than 1,000 by January 2006.
- Museum programs are attended by community members from throughout Northeast Ohio.

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