

Marketing and Publicity Presentation

ESB-MACC Board

March 2, 2016

Presented by:

Linda I. Crockett, Media/Marketing/EventCoordinator

Parks and Recreation Department



Emma S. Barrientos

Mexican American
Cultural Center

MARKETING AND PUBLICITY

TOPICS:

- Branding
- Advertising, Distribution and Media Buying
- Free Public Listings and Media Exposure
- Social Media & Self Marketing Distribution
- Public Relations | Collaborators & Guests Artists
- Outreach Locations and Plan



GRAPHIC ACCOMPLISHMENTS

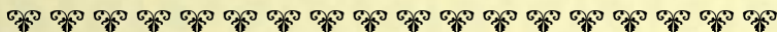
- Logo
- Signage
- Directional Signs (7)



Emma S. Barrientos

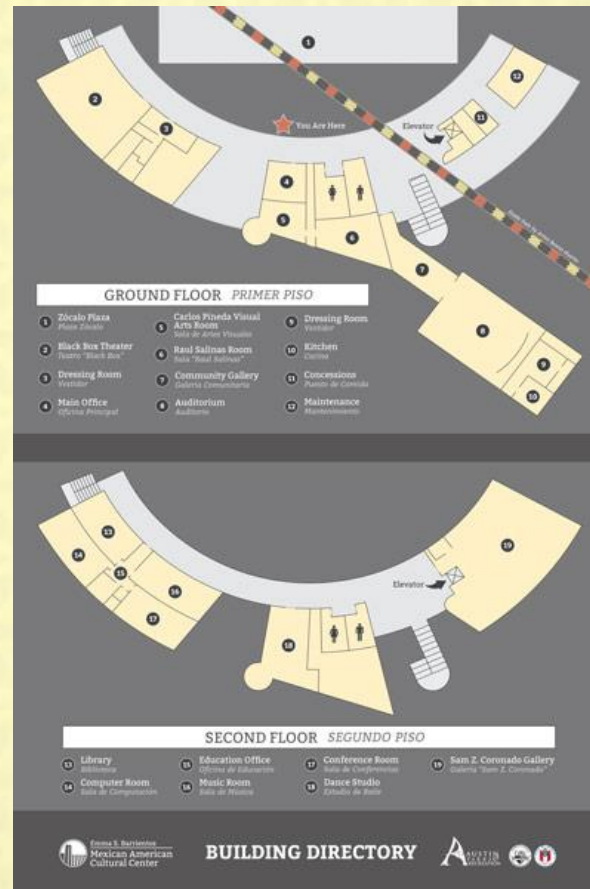
Mexican American
Cultural Center

**THE EMMA S. BARRIENTOS
MEXICAN AMERICAN CULTURAL CENTER**



Previous Logo

SAM Z. CORONADO GALLERY



ADVERTISING & MARKETING

DISTRIBUTION & MEDIA BUYING

PRINT ADVERTISEMENTS	DISTRIBUTION	AUSTIN AREA
Ahora Sí!	37k	N NW Central S SW
ARRIBA (Local)	1k	Central & East
Arts+Culture (Statewide)	35k monthly	Texas
Austin Chronicle (Local)	80k weekly	N NW Central S SW
Austin Family Magazine	100k monthly	N NW Central S SW RR
Community Impact (Regional)	92k monthly	N NW C RR CP
LaPrensa (Regional)	5k weekly	RR, Central, CP
La Voz Newspaper (Regional)	4k monthly	San Antonio Austin
TODO Austin (Local)	10k monthly	Central 6 mile radius
364k print impressions		

M/WBE – City of Austin passed an ordinance many years ago to give procurement of less than \$5,000 to minority owned businesses first. The city is currently looking at the distribution of ad dollars in relation to minority publications.



ADVERTISING IN FEBRUARY & MARCH

GALLERY AD



Emma S. Barrientos
Mexican American
Cultural Center

EXHIBIT
RUNS
THROUGH

APRIL
2

El Jardín de Earthly Delights
Paintings by Jaime Arredondo
IN THE SAM Z. CORONADO GALLERY

In the Community Gallery
PHOTOGRAPHY BY
IMANOL MIRANDA

*Mexican Restaurants
and the
American Dream*



Free and open to the public! For more information, visit www.austintexas.gov/esbmacc

ESB-MACC | 600 River St, Austin TX, 78701 | 512-974-3772



Running in Arriba, Chronicle, & TODO

SPRING BREAK AD



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For more information, visit www.austintexas.gov/esbmacc

ESB-MACC | 600 River St, Austin TX, 78701 | 512-974-3772

**SPRING BREAK CAMP
AT THE ESB-MACC!**

Mon 3/14 - Fri 3/18 | 9am - 5pm

Early drop-off available, starting at 7:30am

Registration opens February 12th

For kids ages 5-12 years

Scholarships Available! 3-D Design + Performance + Literary & Culture + Movement + Mixed Media



Running in Arriba, Chronicle, & TODO

AWARD OF EXCELLENCE AD



Emma S. Barrientos
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The Wall of Excellence, Robert Mezquiti, 2016

AWARD OF EXCELLENCE 2016

Nominate someone from your community today!

We are now accepting nominations for artists and individuals who have made significant & outstanding achievements in Mexican American or Latino cultural arts. Submitting your nomination is easy. Visit our website!

NOMINATION CATEGORIES

THE ARTS: Those working in any medium including visual arts, dance, music, literature, theatre, film, performing arts and history.

PATRONAGE: Those who have made significant contributions or donations in support of the Latino cultural arts, and who have provided in-kind and non-financial support in the Latino cultural arts.

SERVICE: Those who have exhibited outstanding volunteer or employee service in Latino cultural arts.

EMERGING ARTIST: Those who've shown innovative & exceptional accomplishments in Latino cultural arts.

LIFETIME ACHIEVEMENT OR POSTHUMOUS: Those who have demonstrated years of passion and dedication in Latino cultural arts.

ARTS EDUCATOR: Those that educate our community about Latino arts.

Nominations due March 21!

Visit www.austintexas.gov/esbmacc to download a nomination form!



*Running in Arts+Culture,
Community Impact, & Todo*

TOTAL COST FOR 3 ADS IN 5 PUBLICATIONS: \$ 4,827



FREE ONLINE LISTINGS & MEDIA EXPOSURE

- ESB-MACC uses all these outlets to announce all its programming.

ONLINE FREE CALENDAR LISTINGS

- 365 Things to do in Austin
- Arts+Culture
- Austin now Playing
- Austin American Statesman
- Austin Chronicle
- www.austintexas.gov
- Austin Tex
- Do512
- Free Fun in Austin
- Kidz Austin
- Now Playing Austin
- Impact News

RADIO

- KUT
- Mix 94.7

TELEVISION

Several feature interviews throughout the year

- KVUE
- KXAN
- News 8

Ongoing interviews and Public Service Announcements (PSA's) throughout the year

- Univision: 6-8 interviews per year in *Despierta Austin* program.
- Monthly PSA announcements with city of Austin logo as backdrop.
- Telemundo Austin: one Friday per month interview to air during Friday night newscast.



SOCIAL MEDIA & SELF DISTRIBUTION BY STAFF

SOCIAL MEDIA = AWARENESS OF BRAND AND PROGRAMMING

Newsletter: 7.5k (300% increase since 2010)

Facebook: 8,000 page visits

Website: 300 + visits monthly

Twitter: 158 followers | impressions = 4.6k
(message delivered to #people)

LOCATIONS WITHIN 1 MILE RADIUS FROM THE CENTER

Public Places

- Austin Convention Center.
- Austin Visitor Center
- Hilton Hotel,
- Mexic-Arte Museum
- Austin Symphony

Condominium Residencies

- The Milago
- SkyHouse
- Shore Condominiums
- Windsor on the Lake

Rainey Street Businesses

- Banger' Sausage House, Rainey St.
- The Blackheart, Rainey St.
- Clive Bar, Davis St.
- Container Bar, Rainey St.
- Bar 96, Rainey St.
- Iron Works BBQ, Red River St.

WITHIN 5 MILE RADIUS FROM THE CENTER

- Wheatsville Coop
- Buffalo Exchange
- Hyde Park, 43rd & Duval
- Epoch Coffee, North Loop
- The Contemporary Austin
- South First Food Court



OUTREACH LOCATIONS & MERCHANDISING

INFORMATION BOOTHS AND PRESENTATIONS

INFORMATION BOOTHS

- Since 2008: Palmer Auditorium Summer Camps Expo
- 2008-2014: ACC Riverside campus
- 2013-2015: Latinitas events, Easter Seals event, Pachanga Fest
- Others through education department

INVITATIONS TO SPEAK

- Sanchez Elementary 2012 – 2015 First PTA meeting in the fall
- Conley-Guerrero Senior Center
- Department of Health and Human Services (Hispanic History Month)
- African American Institute

MACC IN A BASKET

Used to educate elementary school age students about history of ESB-MACC's main events and the significance of the Center. Flyers and brochures were handed out as well.

SCHOOLS VISITED

Metz, Zavala and Sanchez Elementary Schools

- Cesar Chavez | March 10
- Sor Juana Ines de la Cruz | April 14
- Mexican Independence | September 15
- Dia de los Muertos | October 20

MERCHANDISING

BROCHURE, FLYERS, INFORMATIONAL DOCUMENTS

- Flashlight keychains
- Pencils
- Removable tattoo, stickers, wooden snakes
- Tote bags and sticky notes with logo

PROPOSED BRANDED MERCHANDISE

- Flash drives
- Mugs
- iPhone cases
- Water colors sets

(merchandise with cultural relevance)



PUBLIC RELATIONS & COLLABORATIONS

CONTINUING TO CULTIVATE & RETAIN PARTNERS & COLLABORATORS

- AARP
- ALMA (Austin Latino Music Association)
- Austin Community College Humanities, Creative Writing Department
- Austin History Center
- Austin Museum Partnerships
- The Austin Symphony
- Ballet East
- Bellas Artes Alliance
- The Center for Mexican-American Cultural Arts (CMACA)
- Casa Mexico (Consul General of Mexico)
- Cine Las Americas
- Crossroads Events
- El Corazón de Tejas, Public Libraries
- Flor de Nopal
- Forklift & Parks Foundation
- Generous Arts | Jennifer Chenoweth
- GO Collaborative | Lynn Osgood
- Hispanic Alliance for the Performing Arts
- Indigenous Cultures Institute, San Marcos
- KLRU-TV, PBS Austin
- Las Comadres | The Living Room
- LARP Groups
- Latinitas
- Latino Magazine & No Mas Hambre
- Los Outsiders | Fusebox
- Nuestro Grupo, AISD (Education)
- Pan Americana Music Festival
- PODER
- Proyecto Teatro (before LARP)
- Puerto Rican Folkloric Dance Company
- Telemundo TV, Austin
- Texas Criminal Justice Coalition | Conspire Theatre
- Texas Folklife
- Resistencia Bookstore
- University of Texas at Austin, CMAS
- Univision - Noche Navideña
- UT Department of Education – Bilingual Educators
- UT Department of Mexican American Studies
- UT Department of Performing Arts
- UT Press
- UT School of Journalism

And, all of the visual artists that have exhibited in the galleries and all of the performers that have participated in our signature events.



OUTREACH PLAN

The ESB-MACC Marketing Department will continue to promote and market events and programs through the methods presented, as well as maintain and continue to foster already existing relationships with groups, educators, and artists. We also welcome all the new ones!

PLAN FOR OUTREACH COORDINATOR

- Identify at-risk populations without internet or smart phone services
- Create a list of 8-10 organizations to contact
- Narrow this list to 4 high-traffic, high-importance organizations serving youth, adults, seniors and artists
- Establish contacts with key community organizations
- Identify a stable contact person at each organization and ask which events are coming up
- Setup one information booth per month at fairs and conferences
- Promote our events on other organization's calendar. Distribute flyers to visible places
- Ensure that through presentations people will learn about opportunities for cultural programming, events and education at the Center
- Host one or two events off site that draws youth, adults, seniors or artists



PERFORMING GUEST ARTISTS 2008-2016

A.L.M.A.
 AB QUINTANILLA III KUMBIA ALL
 STAR
 ALTA
 Ashley Borrero
 Asociacion de Charros El Herradero
 Austin Symphony
 AVIZO w/Jimmy Edward, Joe Bravo
 Aztlan Dance Company
 Ballet East
 Ballet Folklorico
 Baraja de Oro
 Batuque Ruiz
 Ben Marines
 Beyond Therapy
 Big Band Tejano
 Bombasta
 Brass Band w/ Felipe Borrero
 Braulio y Fuzzion
 Bufalo Blanco
 Calle Seis feat. Raulito Navaira
 Canonazo
 Celso Pina
 Chavez
 Chente Barrera
 Cilantro Boombox
 Cinco Doce
 Cruisin Muzic King Trampia Guzman
 Danza Azteca Chichimeca
 Danza Azteca Guadalupana
 DJ Orion & Chorizo Funk
 El Dusty
 El Tule

Ernesto Cadena Segovia
 Escaramuza el Rosario
 Francisco Chavez y Chinampa
 Gary Hobbs
 Grupo Huapango Arribeno
 Grupo Vida
 Guadalupe "Shorty" Ortiz y su Mariachi
 Corbetas
 Hispanic Alliance for the Performing Arts
 Jesus Warr
 JEZ y los Texas Wranglers
 JJ Barrera
 Joel Guzman & Sarah Fox
 Jose Posada
 Kinky
 La Catrina String Quartet
 La Rondalla
 Latin Express
 Leticia Rodriguez
 Little Joe y la Familia
 Llueve
 Los Amigos Invisibles
 Los Master Plus
 Los Texas Wranglers
 Tres Amigos feat. Ruben Ramos, Little
 Joe, Roberto Pulido & the Mexican
 Lourdes Perez & Eva Ybarra
 Making Movies
 Maneja Beto
 Manuel "Cowboy" Donley y las Estrellas
 Maracatu Austin
 Mariachi Amor

Mariachi Corbetas
 Mariachi Girl
 Mariachi Las Coronelas
 Mariachi Las Tejanitas
 Mariachi Los Toros
 Mariachi Amor
 Mariachi Corbetas
 Mariachi Girl
 Mariachi Las Coronelas
 Mariachi Las Tejanitas
 Mariachi Los Toros
 Mariachi Nueva Generacion
 Mariachi Tamazula
 Master Blaster
 Mexican Institute of Sound
 Mexikayotl
 Oaxaca Arte en Movimiento
 OS Alquimistas w/ Tita Lima
 Ozomatli
 Piñata Protest
 POC
 Puertorican Folkloric Dance Co.
 Revueltas
 Roger Velasquez & Latin Legends
 Salaman
 Serbia
 Son Armado
 Son y No Son
 Southwest Key Ballet Folklorico
 Stefani Montiel
 Street People

Sunny Ozuna
 Susana Torres y Conjunto
 Clemencia
 Teatro Espacio Agua Viva
 Tejano Idol
 Tejano star AJ Castillo
 Texas State University
 Mariachis
 The Austin Samba School
 The Copper Gamins
 Tiarra Girls
 Tiburon
 Trampia
 Urban Achievers Brass Band





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Questions?

Thank you!

