



SFAAM MARKETING
& COMMUNICATIONS
INTERNSHIP
SPRING 2021

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SFAAM COMMUNICATIONS & VIDEO DEPARTMENTS

San Francisco Asian Art Museum

Marketing & Communications Department

Video & Communications - sub departments of Marketing & Communications

- What work do these departments do, and why are they valuable to museums?
- Zac Rose- Associate Director of Communications
- Mira Nguyen- Creative Media Producer

VIDEO: Virtual Tour Asset Gathering

The Project:

- **Navigated the DAMS database** which houses resources pertaining to their art and artifacts to locate **photographic assets** of artifacts that would be displayed in the virtual tours
- Biweekly due dates per tour, **downloaded** assets, **organized, renamed, and uploaded** to a shared dropbox folder for the video editors to use when editing together the virtual tour

What I learned:

- Database navigation & use
- Information about artifacts
- File Organization
- File Formatting
- Video creation process
- Patience

COMMUNICATIONS: Comparative Report

The Project:

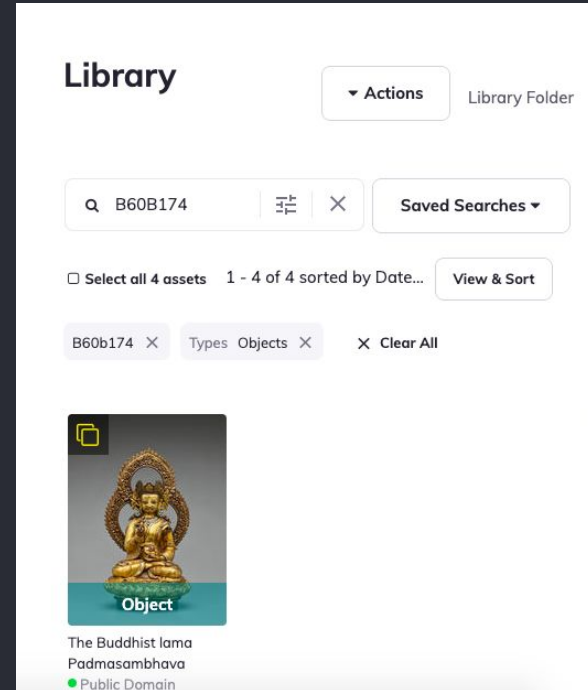
- **Conduct research** on peer institutions/museums (Penn Museums & Huntington Gallery) to evaluate their online presence and programming
- **Use the data to draw conclusions** about trends in virtual programming... what works/what doesn't work?
- **Interview** museum staff to get insider info on virtual programming

What I learned:

- Research skills (marketing)
- Networking
- Informational interviews (
- Draw trends from data
- Composing Non-academic written report with findings

OTHER INTERNSHIP ASPECTS

- **Weekly meetings** with my team (Zac, Mira, and Lucia)
- Learned about **communications, video, & marketing** work at large
- **Networking**
- Experience with **professional workplace etiquette** & norms



REFLECTION

Future work:

- Use **InDesign** to format report
- **Interviews** throughout May with Associate Director of Interpretive Programs as well as the Group Sales Manager in the Learning and Public Engagement Department of the Penn Museum
- Use findings to **workshop report**, or as a springboard for future work and research

My work relates back to the larger work of the museum by playing a vital role in the **creation of the museum's virtual public programming**, which is an essential aspect of programming during the pandemic. The comparative report will help to look at **trends** in virtual museum programming on a macro level, offering valuable insights about **how to create successful programs.**



THANK YOU!
QUESTIONS?

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