



DEVELOPING THE *ARTROX!* SEASON GUIDE

ArtROX! season guide: changing a narrative through imagery

The *ArtROX!* Season Guide is an important marketing piece that has been key in (re)branding, increasing attendance at, and developing motivated audiences for Discover Roxbury's arts programming. Modeled after a theater playbill, the guide presents a year's worth of arts and cultural programming in the Boston neighborhood of Roxbury.

Know your why. Your guide should:

1. Compliment a compelling story or tell or a unique angle that is going unnoticed,
2. Be a game-changer for your community/programming,
3. Target stakeholders, but be accessible to a wider audience.

Analyze your organization to determine how the guide will develop from concept to completed.

1. Programming:
 - a. Determine a theme and programming that is relevant to the community being served.
 - b. Include programming that is replicable on a regular basis.
2. Guide Content:
 - a. Use bold, graphic, colorful imagery and interesting descriptions.
 - b. Encourage advertisers to create engaging ads.
 - c. Have filler content in case some pages might go unused.
 - d. Remember the Rule of 4 when creating a book.
3. Branding:
 - a. Always give your logo prominence and use colors associated with it wherever possible.
 - b. Choose a paper size and quality that speaks for you.
 - c. Determine whether your brand has the flexibility to adapt to the seasons.
4. Costs/Funding:
 - a. Sell ad space for your actual value, not for what you think others will pay.
5. Capacity:
 - a. Determine months in advance whether the organization has the tools, expertise, and time to create the guide in-house or if it should be hired out to a graphic designer.
6. Distribution:
 - a. Determine how many guides you will need months before printing any.
 - b. Decide which venues and events will receive guides as well as when, how often, and how many.

The guide is an output. Know what outcomes and impacts you would like it to achieve and measure them.

1. Document changes in year-to-year audience participation, donor/advertiser support, and inquiries about the organization and programming.
2. Build upon changes in stakeholder perceptions and business opportunities.
3. Use outcomes to encourage internal developments that will further external growth.