



arts.gov/bluestarmuseums

Blue Star Museums Webinar

Monday May 15, 2017

1:00 - 2:00 PM (ET)



ART WORKS.
arts.gov

Webinar Team

- Wendy Clark – *NEA Director of Museums, Visual Arts, and Indemnity*
- Suzi Guardia – *Arts & Neighbors Senior Program Manager*
- Bruce Moody – *Military Community & Family Policy-DoD*
- Paulette Beete – *NEA Social Media Manager*

Wendy Clark

NEA Director of Museums, Visual Arts, and Indemnity

Blue Star Museum Resources

- The [PR toolkit](#), listed under Media Resources on the BSM page offers downloadable marketing materials
- All participating museums are listed on map at www.arts.gov
- State-by-state directory of participating museums

Home

BLUE STAR MUSEUMS


Blue Star Museums is a collaboration among the National Endowment for the Arts, Blue Star Families, the Department of Defense, and museums across America. Each summer since 2010, Blue Star Museums have offered free admission to the nation's active-duty military personnel and their families, including National Guard and Reserve, from Memorial Day through Labor Day.

See the map below for a list of museums that participated in the summer of 2015.

For more information on Blue Star Museums, please see the [Frequently Asked Questions](#).

Museums interested in participating in 2016 Blue Star Museums may contact bluestarmuseums@arts.gov.

-- Select State --



MEDIA RESOURCES

- [News](#)
- [Contact Us](#)
- [FAQ](#)
- [PR Toolkit](#)

NEWS

Blue Star Museums Offers Free Admission to Military Families at 2000+ Museums Nationwide

NEA Selects Wendy Clark as Director of Museums, Visual Arts, and Indemnity

Blue Star Museums offers Free Admission to Military Families at 2,000+ Museums Nationwide

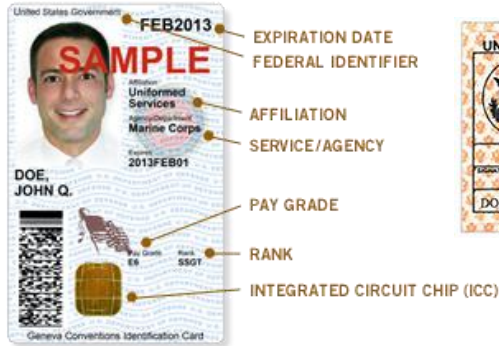
FEATURES

 Blue Star Museums Spotlight on Bosobel House & Gardens

Who is eligible for Blue Star Museums?

The free admission program is available to any bearer of a Geneva Convention common access card (CAC), a DD Form 1173 ID card, or a DD Form 1173-1 ID card

CAC



DD 1173



DD 1173-1



Who is eligible to attend a Blue Star Museum?

- Up to five family members – spouse, child, aunts, uncles, grandparents, etc.
- Active duty member does not have to be present for their family members to enjoy a visit to your Blue Star Museum.
- Questions? Contact us at bluestarmuseums@arts.gov



Top 3 reasons to be a Blue Star Museum

- Gaining new audiences
- Community outreach
- Good PR!



Suzi Guardia

*Arts & Neighbors Senior Program Manager,
Blue Star Families*

Engaging your military audience



About Military Families

- Most Americans do not truly understand or appreciate the sacrifices made by service members and their families.
- Military families relocate 10 times more often than civilian families, on average, every 2 or 3 years.
- Service members are more likely to be married at a younger age and have young children at home compared to their civilian counterparts.
- Blue Star Families strives to better understand and provide solutions to the challenges facing today's military families.

Creating Community Connections

Military Resources in your Community

- Installation – Blue Star Families can help!
 - Public Affairs Office
 - Child Development Centers
 - Libraries
 - Commissary and Base Exchange or Post Exchange Stores
- Armed Services YMCA
- USO Branch
- Military Hospitals
- Fisher House
- Community Fairs
- Local Recruiting Offices

Creating Community Connections

Making Connections

- Use existing community connections to talk about your participation in BSM
- Mentioning participation in BSM in conjunction with other advertising should increase visibility to military community
- To join Blue Star Families as a civilian neighbor



Creating Community Connection

Social Media

- Many military families get news and updates through social media
- Share content from Blue Star Families on Facebook and Twitter
- Use #bluestarmuseums to increase visibility



Testimonials

- “We map out our summer vacation and move itinerary based on where we find Blue Star Museums.”
- “I really appreciate this program. It makes me feel like our sacrifice is appreciated.”
- “This summer was so fun for my kids and I. We visited museums we might not have gone to normally. Lots of new exploring with lots more to do next year!”
- “Blue Star Museums introduced me to fabulous museums in our new community - our family loves to visit them year-round now that we're settled.”



Blue Star Families Can Help

- Blue Star Families has 30+ chapters located around the country, we are happy to share our local connections with you!
- Contact Suzi Guardia at sguardia@bluestarfam.org for more information about resources in your community.
- Email arts@bluestarfam.org to host an event or program for military families.



Bruce Moody

*Public Affairs Specialist
Military Community & Family Policy United
States Department of Defense*

Find Local Installations

www.militaryinstallations.dod.mil

[Support](#) | [Military OneSource](#)

**Military
INSTALLATIONS**
Your official DoD source for installation and state resources available to active duty, guard and reserve service and family members.

Installations • View articles, photos, major unit listings and contacts for programs and services worldwide. If you can't find an international location, try visiting the [Department of State](#) country information.

States • View articles and local, state and national resource directories

Get started!

Looking for particular installation or state?

Enter an installation [\[View a directory of installations\]](#)

GO »

Or, enter a state

Moving to a new assignment?

Take control of your move. Use our customizable calendar tool to create a unique personal moving plan. The calendar contains to do lists, checklists, phone lists, and links to critical moving information from budget planners to choosing a school.

To begin, select your departure date, departure and destination locations and get moving now!



Send Me Your Stuff!

DoD Tips & Tools



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Name That Installation



Timeline Photos

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[Like](#) [Comment](#)

[Tag](#)



Military OneSource

Hours of fun can be had in these waters. What is the name of this installation that is the home to this epic recreation area?

Album: [Timeline Photos](#)

Posted by [Dani Ploscik](#) |

Shared with: [Public](#)

[Julie Delcourt](#), [Military Battle Challenge](#), [Shelia Giles-Fleming](#) and 41 others like this.

[1 share](#)



Military OneSource You're right, [Alyssa O'Steen Cornett](#). This is [Lake Tholocco](#) at [Fort Rucker](#), Alabama. Great guesses everyone, and thanks for participating.

[Like](#) · [Reply](#) · [5](#) · Commented on by [Dani Ploscik](#) | · May 6 at 1:19pm



Kristina Cotton Frank I have no clue, but I know I'm living in the wrong part of the states to enjoy it.

[Unlike](#) · [Reply](#) · [9](#) · May 6 at 12:24pm



Alyssa O'Steen Cornett Is this at [Fort Rucker](#)?

[Like](#) · [Reply](#) · [4](#) · May 6 at 12:32pm



Becky Peters Ft. Lewis had something like this

[Like](#) · [Reply](#) · [3](#) · May 6 at 1:07pm



Jennifer Lynn McCoy-Gruver [Belton Lake Outdoor Recreation Area \(BLORA\)](#) @ [Fort Hood](#), TX

[Like](#) · [Reply](#) · [2](#) · May 6 at 12:42pm



Trish Marzella Mathisen [Fort rucker](#)!

[Like](#) · [Reply](#) · May 6 at 2:05pm

Name That Museum



Paulette Beete

NEA Social Media Manager
beetep@arts.gov

The B word

Examples of Blue Star Museums cover images we've used on the NEA Facebook page in previous years



Branding

A picture really is worth a thousand words!



Be a Showoff!

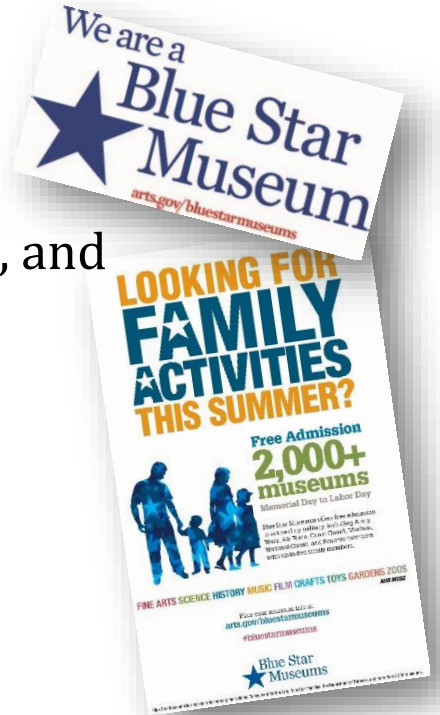


Kimi Takahashi / The Associated Press / Boston Herald



National launch on May 16, 2017

- Help us share the national launch news
- Use the PR toolkit for consistent, up-to-date language, tips, and sample materials. Available at arts.gov/bluestarmuseums
- Go viral on May 16, 2017 hashtag #bluestarmuseums



Q & A

LOOKING FOR
**FAMILY
ACTIVITIES**
THIS SUMMER?



Free Admission
2,000+
museums
Memorial Day to Labor Day

Blue Star Museums offers free admission to select care facilities, including Active, Navy, Air Force, Coast Guard, Marines, JROTCs, Guard, and Reserve members, with up to two family members.

FINE ARTS SCIENCE HISTORY MUSIC FILM CRAFTS TOYS GARDENS ZOOS
AND MORE

Plus your museum is at:
arts.gov/bluestarmuseums
[#bluestarmuseums](https://twitter.com/bluestarmuseums)



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We are a
**Blue Star
Museum**
arts.gov/bluestarmuseums



Contact us

Wendy Clark, NEA Director of Museums, Visual Arts, and Indemnity, clarkw@arts.gov

Suzi Guardia, Blue Star Families, sguardia@bluestarfam.org

Bana Miller, Blue Star Families, bmiller@bluestarfam.org

Bruce Moody, Military Community & Family Policy, bruce.a.moody.civ@mail.mil

Paulette Beete, NEA Social Media Manager, beetep@arts.gov

Jeremy Todd, NEA Public Affairs toddj@arts.gov