



Communication Audit and Analysis

Sept. 12, 2021

Rubyclare Moore



Insights:

1. The calendar that the GDAC has available to the public on their website is constantly evolving and extremely easy to navigate.
2. There is a section of the website labeled “[COVID-19 Resources](#)” where the organization posts link to tons of creative resources for people of all majors. This has been extremely helpful to many individuals during the pandemic alone.
3. Another resource that the GDAC uses that is original and helpful to students of all ages and majors is the abundance of scholarships and grants that they propose to students in the community. Though they have a poor time reaching that specific audience they have an abundance of available opportunities for them.
4. The GDAC explains their membership qualities well on the website, going through each type of membership as well as the price points and levels of every member within that type.
5. The overall layout of the website is clean-cut, though it could use a few tweaks, the overall look and navigation of the website are smooth and well thought out.
6. The GDAC has an open opportunity for all local artists called “[30 under 30](#)”, this allows for 30 winning participants to showcase their artistic talent at the GDAC building for free between late January until April.
7. The GDAC offers a multitude of classes and workshops in the building for upcoming artists as well as beginners. This section is hidden a little on the website however it is there if you scroll down on the calling all artist’s page.
8. The organization offers directions on how to get to the building as well as parking information, times of operation and ticket price.
9. The venue of the organization is open for the public to rent out for any events that they may need. They have played host to concerts, meetings and even dinner parties.
10. There is a section of the website called “Public Art” here the GDAC staff has pointed out where specific murals have been painted around town and how artists can join the public art program and help paint around the city.



SWOT Analysis:

<p>Strengths: Overall, the GDAC has a well-put-together website and lots of information to share. They provide multiple resources to viewers about COVID-19, Grants, Internships, Volunteer opportunities and much more. They engage with the community as well as other businesses in the area. All of this is extremely helpful to the viewers and the multitude of audiences that they have.</p>	<p>Weaknesses: there is a lack of visible donors on the organization's website. The organization has a clear presence on social media which is good however, a majority of their posts are word-heavy. The organization also does not use Twitter which is where lots of college-age students can be found when it comes to social media, this has left many students not knowing about the opportunities that GDAC offers.</p>
<p>Opportunities: Posting more about the art that can be found in the organization will make more individuals interested. By posting more art-related content and less word-heavy content it can help audiences connect to the organization. They can also develop new kinds of promotional materials. The organization had a big lack in earned media during the year 2020. This lack needs to be made up and finding new ways to be seen by the public such as flyers around neighboring college campuses or using Twitter can be extremely effective advertising for the GDAC.</p>	<p>Threats: There are other arts councils in the DFW area and other surrounding areas that have the potential to be big and overshadow the GDAC because of its sheer size. There is also the possibility that new incoming college students are not aware of what the GDAC is and what they have to offer. This is due to a lack of a presence on Twitter and the lack of active posts on other forms of social media that are catered to a college-age audience.</p>



Innovation Research:

1. Many Museums do this however, the [Modern Art Museum](#) in Fort Worth, Texas does this best, the museum will constantly add videos and pictures of coming and going exhibitions on both social media and the website. This idea is useful and could help improve attendance at the GDAC.
2. The [Modern Art Museum](#) also holds lectures with current artists that are being featured at the Museum. This could be a great resource for many artists and could drum up lots of business for the GDAC as a whole.
3. The [Modern art Museum](#) will post pictures on their social media of other people looking around the museum to show that they are interacting with the public. This could be a great addition to the GDAC's social media platforms.
4. Adding Bios about the people who are working at the establishment could be very helpful with not only getting information out about the organization but also for people who want to just get to know the organization a little more. [The Arts Council of Fort Worth](#) does this and provides both pictures and a way to get in contact with each of the staff members.
5. [The Arts Council of Fort Worth](#) also has a page on their website with an extremely detailed list of who their supporters are as well as how much each supporter contributes to the organization. Including both businesses and individuals
6. In the [Hope Center for Arts](#), it is clear throughout the website who the exact audience is. However, with the GDCA the information is not always portrayed. It is more difficult for the GDAC because they cater to multiple audiences but there is a clear lack of advertising towards college-age students. This is not helpful to the organization because they are a potential prime audience for GDAC.
7. The [Hope Center for Arts](#) has a link to the organization's GuideStar on the website which gives out plenty of financial information. While the GDAC has not linked and instead requests that individuals contact the organization directly making it more difficult to find financial records.
8. In the [Arts Council of Fort Worth](#), it is clear that they have a very large and diverse staff of men and women of all ages and races. While compared to the GDACs lack of staff photos of any kind.
9. The [Modern Art Museum](#) has a great gift shop with lots of available merchandise. This is a great way to advertise art and other aspects of the museum as a whole while the GDAC has no gift shop or merchandise of any kind.
10. The organization does not have a spot on its website for media releases. This is a major mess-up for the PR department. Other organizations such as The [Arts Council of Fort Worth](#) have a section of their website dedicated to Media releases while the GDAC does not have a section dedicated to them at all.



Communication Audit:

Communication Audit:

1. **Mission:** “The Greater Denton Arts Council (GDAC) is a catalyst for creativity, advocacy and collaboration. The Patterson-Appleton Arts Center (PAAC) is our home where we celebrate the arts, inspire innovation, and engage the community.”
2. **Date founded:** 1980
3. **Audiences:**
 - a) Volunteers are the most diverse group. In the [pictures of volunteers](#), there is a wide range of age, race and gender between the volunteers. The website also makes it easy for people to volunteer with the organization. There is a tab under the Support the Arts tab called volunteer where they explain what a volunteer does and how to apply. The organization offers internships to anyone willing to help the organization, being an art student is not a requirement.
 - b) There are no pictures of membership holders. The memberships vary from the individual being \$50 for regular, \$25 for Students, \$35 for Artists, \$75 for a Family, \$150 for a Friend of a member, \$300 for an Advocate, \$500 for a Supporter and \$1000+ for a Benefactor. There is also organizational being \$100 for a Basic pass, \$250 for Partner and \$500 for Supporter. Finally, there is business being \$100 for Basic, \$300 for Advocate, \$500 for Supporter and \$1000+ for Benefactor. It can be assumed from this that many of the members are wealthy.
 - c) From observation, the employees for this organization are all early middle-aged women probably between the ages of 35 and 50. There are only four listed with no photos or bios on the website. When I looked at their social media each of them seemed to have an artsy persona. However, three out of the four staff members were white women.
 - d) The website makes it easy for viewers to visit the GDAC sharing information of tickets and admission prices, available tours, the hours they are open and directions on how to get there.
4. **Generational appeal:** 1) Millennials, 2) Gen Z, 3) Gen X, 4) Baby boomers.
 - a) I hesitate to put Gen Z before Gen X, but I believe that college students can benefit from all of the opportunities that the organization offers.
5. **Donors:** There is no mention of specific donors for the GDAC on the website.
 - a) At the bottom of the website, there is a memo that reads “thank the City of Denton for their support as well as the arts community through their partnership and grants for the council’s recipients”. On the homepage, there is information on the Benefactor business members. These members are First State Bank, Ed Steele Photography and Radical Hospitality

Group. A separate section says, “funding in part by National Endowment for the Arts, Denton Benefits League and the Texas Commission on the Arts”. All of these separate organizations work to help the GDAC run its day-to-day organization as well as the donations that random/anonymous people give to the organization. However, none of them are specifically called donors.

6. **North Texas Giving Day campaign and results or any other indication of financial health or donation:** Its North Texas Giving Day account is much more thought out than others that I have seen. They make it accessible for people to volunteer, learn about events, view past events and artwork, as well as give an overview of the organization. There is a donation button at the bottom of the screen as with all nonprofits on this site; however, something that stands out on the GDAC’s page is that they have a breakdown of the types of donations that they are looking for and what the donation will go towards.
7. **COVID Communication:** On the website under the Support the Arts tab there is a section called “COVID-19 Recourses” where there is an ongoing list of general resources as well as niche ones for each type of creative arts. This list of links has a general one sentence to explain what each link leads to, they are listed into different categories for Dance, Writing Students, Music, Art, Performing Arts and generally helpful links.
8. **Messages:** The overall message of this organization is to help bring art to the community as well as promote up incoming artists no matter the type of art. They work to help the community become creative and colorful.
9. **Organization Reputation:** The organization is relatively well known, based on the number of followers that its Facebook and Instagram accounts have. I would say that this organization is not the most popular art exhibition in the world, however, they hold their own in the community. The detail that the organization has put into its website shows that the staff cares for the community as well as the organization. This leads me to then further believe that the organization is rather well known by the surrounding community.
10. **Relation to Rodgers Theory of Diffusion and how old:** This organization is over 50 years old thus it works with two different major publics, it would correlate with two different theories of diffusion. The first is a late majority. This organization has been around for a couple of decades now and is a staple in the community. The second is an early majority. Though this is an older organization it is located in a college town. Meaning that a major section of its public is new to the community. This makes the organization both work to prove itself to this new public and appeal to its already existing public.
11. **Website Content and Appearance:** The website is sleek and well put together. All of the tabs are clean and organized as well as easy to navigate. They are also very clear in their social media posts about what the organization is bringing to the community.

12. **Traditional Media:** Along with the website run by the GDAC there is also a blog on Discover Denton where staff can promote different art events happening around the city as well as at the GDAC.

13. **Earned Media for 2020:** There is a major lack of earned media for the GDAC. Due to the pandemic, there were not many articles about the Greater Denton Arts Council in the year 2020. However, there are plenty for 2021, this leads me to believe that lockdown played a part in the loss of media.

- a) Article: "Patterson-Appleton Arts Center reopens but continues online exhibits" Denton Record-Chronicle Nov. 11, 2020
- b) YouTube: "We Are - Community" City of Denton Apr. 15, 2020

14. **Social Media:** The GDAC has a couple of different social media platforms all of which are linked on their website.

- a) Facebook - 7,889 followers. Here they post photos and videos promoting new exhibits or events at the organization, excerpts of prominent community leaders who have helped the council and awards or volunteer opportunities for viewers to potentially participate in.
- b) Pinterest -15 followers. With content about different artwork that has been shown as an exhibit as well as information on art camps the organization holds.
- c) Instagram - 4,434 followers. With the same content as on its Facebook page.
- d) Twitter - 22 followers. However, it is not linked on the website and has only produced one tweet back in 2018.
- e) YouTube- 13 followers. This account is also not linked to the website and only has five available videos each about different art installations.

15. **Other Media formats:** As stated earlier there is a blog run by the GDAC however, it is not clear if the other forms of media are available.

16. **Executive Leadership:** The Executive Director is named Georgina Ngozi however, there is not a bio on her. She is on social media but does not post a lot of content.

17. **Are Diversity and Inclusion highlighted:** At first glance, the organization looks like it has diversity and inclusion race or ethnicity-wise. However, there are only a couple of pictures and a majority of the people in the pictures and all of the staff shown are women.

18. **Impact report for financial information and data:** The impact report is not available on the website. Instead, there is a page that says to see the financial information you would need to call Ngozi, the Executive director, to receive the information.

- a) According to GuideStar the GDAC has a Gross receipt of \$378,677 and an Asset amount up to \$1,958,907.

19. **Describe organizational voice in three words:** 1) Creative 2) Community-oriented 3) Considerate
20. **Persuasion or Emotional Appeal:** Their Persuasion is just being nice and having fun artwork. This plus the emotional appeal of being helpful creates an enticing brand that works well with the organization.
21. **Estimate Brand strength:** The GDAC has the advantage of being able to use old artwork from exhibitions, this makes their visual appeal very strong. They also play with bright exciting colors when they have to make more informational posts making them more enticing to read.
22. **Estimate Reputation:** Overall, the Social Media accounts are colorful and full of art which makes sense for the brand. The organization does a good job keeping on top of its brand as well as knowing who its audience is. Their posts are very friendly and focus on the community.

Citations:

1. <https://dentonarts.com/mission-history>
2. <https://www.themodern.org/exhibitions/current>
3. <https://www.themodern.org/program/sean-scully-timothy-rub>
4. https://www.instagram.com/p/CTH0LkCneck/?utm_source=ig_web_copy_link
5. <https://www.artsfortworth.org/staff>
6. <https://www.artsfortworth.org/supporters>
7. <https://hope4arts.org/>
8. <https://hope4arts.org/giving/>
9. <https://www.artsfortworth.org/staff>
10. <https://shop.themodern.org/>
11. <https://www.artsfortworth.org/media-releases>
12. <https://dentonarts.com/covid19resources>
13. <https://dentonarts.com/call-for-artists>