

Carol Fox and Associates Client: The WNDR Museum

1130 W Monroe St, Chicago, IL 60607



WNDR After Dark: Pride Month

Description: Events held after hours in the WNDR Museum, referred to as “WNDR After Dark”.

During the month of June, the client asked us to promote their Pride-related events, including drag shows, access to the museum exhibitions, DJs, alcoholic beverages, available pride-related WNDR museum merchandise, and a place for donations.

My involvement: I was given a press release for WNDR After Dark: Pride Month, and instructed to use the press release to promote the pride-related events taking place

during the month of June at WNDR. I promoted the events on websites such as Patch, Do312, Choose Chicago, and Chicago Parent. I also attended one of the WNDR After Dark: Pride Month events in person to observe the event and spark new ideas for promotion. I used Critical Mention, TVEyes, and Cision to find the coverage of the events and calculate the number of impressions and money made. This was kept in a spreadsheet that was shown to the client.



WNDR After Dark: Summertime Chi

Description: Events held after hours in the museum, referred to as “WNDR After Dark”.

Summer-themed events in July, including DJs, immersive art experiences, and alcoholic beverages

My involvement: I was given a press release for WNDR After Dark: Summertime Chi, and used it to promote the events on websites such as Patch, Do312, Choose Chicago, and Chicago Parent. I used Critical Mention, TVEyes, and Cision to find the coverage of the events and calculate the number of impressions and monetary

value. I documented this in a spreadsheet that was shared with the client.