Chapter-V

Marketing of Information Service
Box: 5.1. Chapter’s brief................

5.1. Concept of Marketing (230)
   5.1.1. General Marketing (230)
   5.1.2. Service Marketing (231)
   5.1.3. Marketing of non-profit making institution or Museum (232)
   5.1.4. Marketing of Information Services (233)
   5.1.5. Marketing of Museum Information Service (234)

5.2. Essentiality of the Marketing of Museum Information Service (236)
   5.2.1. Generate interest among Target People (236)
   5.2.2. Competition with peoples’ Leisure Time (236)
   5.2.3. Competition with other Entertainment Institutes (236)
   5.2.4. Social Accountability (236)
   5.2.5. Attracting Technology (237)
   5.2.6. Image Building (237)
   5.2.7. Value Dissemination (237)
   5.2.8. Resource and Fund Generation (238)

5.3. Marketing of Information through Information Service (239)
   5.3.1. Lasswell Model in respect to Museum Information Service (239)
   5.3.2. Developing Strategies for the marketing of Information (240)
       Market Segmentation /target group identification (240)
       Setting Goal for Social Marketing (243)

   5.3.3. Positioning Information Marketing Strategy (246)
       Positioning Focus or Image Retention (247)
       Increasing involvement of the visitors (247)
       Relevance of services to the specific target group (247)
       Cost effective / non business negativity (247)
       Non-relevance factor / less individual interest factor removal (248)
Strategy Implementation (248)
Social Advertisement (248)
Rural Outreach Campaign (252)

5.3.4. Marketing of information for earning survival cost (254)
Selling Information (255)
Funding (259)
Organizing Different Activities (261)

5.4. Public Relations—tool of Information Marketing (264)
5.4.1. Postulates for successful Public Relations Work (265)
5.4.2. Maintaining Public Relations (266)
Target Institution (266)
Museum Visitors (267)
Media Relations (268)
Community Relations (274)
Employees Relations (277)

5.5. Marketing of museum's Website (278)
Publicity of Website Address (278)
Discounts / offers in the Website (278)
Important information on Website (278)
Availability of Forms in the Website (278)
Communication Access through Website (278)

5.6. Feedback (279)
5.6.1. Pre-testing (279)
5.6.2. Post-testing (280)

Case Study: 13. Nehru Science Centre, Mumbai (244)
Case Study: 14. Indira Gandhi Rastriya Manav Sangrahalaya, Bhopal (281)
Case Study: 15. Indian Museum, Kolkata (283)
5. Marketing of Information Service

Effective marketing strategy and its implementation are the basis of the survival of any public service organisation. It is the management tool to inform and attract target people to utilize their services because organisation needs users and users need effective services. Good marketing skill generate inter-relationship and can build strong bonding between service and its users that ultimately give popularity, success and good image to any public service organisation.

5.1. Concept of Marketing

Mission of general marketing and marketing of museums varies from each other though both concepts are similar. Here are few definitions related to general marketing, marketing of museum and service marketing. These definitions help to establish the idea of general information service marketing and marketing of museum information service and its essentiality in the survival of museums in India today.

5.1.1. General Marketing

- 'Marketing is the management process responsible for identifying, anticipating and satisfying consumers’ requirements profitably'— *UK Chartered Institute of Marketing*.

- 'Marketing is the process of planning and executing the conception, pricing, promotion, distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals'— *American Marketing Association*.

- 'Marketing is the management function that most explicitly links an organization to its external environment—not only to its current and prospective customers, but also to its funding sources and other relevant constituencies'— *Lovelock and Weinberg 1988*.
Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of its final result, that is, from the customers’ point of view. Business success is not determined by the producer but the customer—Peter Drucker

Marketing Management, therefore, is the process of planning and executing the conception of product, services and ideas, pricing, promotion, and distribution, to share with target groups, satisfy them and fulfil organization’s objective.

5.1.2. Service Marketing

Services are intangible activities of public service organization, independent to physical products, which is capable of providing satisfaction and benefits to a contact persons or customers. It may be for profit making or for non-profit making organization. Thus, it depends upon marketing process that help the service to bring close to its customer or visitors, to satisfy their needs or wants for their benefit and to fulfil the mission of the organization.

For example, an Amusement Park XYZ in a city is a service sector institution. It organizes various services, facilities in form of different rides that give thrill and enjoyment to customers or visitors. These services are the product of this Amusement Park. To inform target visitors about its services they continuously give advertisement in different media with catchy offers and discounts to reach close to them and give continuous reminders of its presence in the city for serving visitors.

Ultimate objective of marketing irrespective of any organisation is to create a favourable environment about the organisation where it can serve its customer or target visitors as per their demand and liking. This is for taking customer or visitors in confidence, hold them in surrounding market pressure and help organisation to breath healthy in the competitive market.
5.1.3. Marketing of non-profit making institution or Museum

From the definitions of marketing mentioned earlier, it can assess that the aim of marketing of an organization is chiefly concern with profit making. But marketing objective of non-profit making public service organization differs from the general idea. It can be defined as:

- 'Marketing is the process that brings together an organization and people, whether it be for profit, to satisfy their needs or wants, to increase visitors figures, etc.'— Fiona McLean, Lecturer in Marketing, University of Stirling.

- 'Marketing is the management process, which confirms the mission of a museum or gallery and is then responsible for the efficient identification, anticipation and satisfaction of its users'— Lewis 1991.

Marketing by museum as a non-profit making organisation in the service of society, is a kind of social marketing. Following chart shows the exact position of museum in the organizational marketing set up. Here museum is placed as a public sector, non-profit making government or private organisation.

![Organizational Ownership and Control Chart]

*Chart: 5.1. Shows the position of museum in Marketing, in respect of Ownership and Control—Concept taken from 'Service Marketing' by Ravi Shankar*
5.1.4. Marketing of Information Services

Information Service is that special service of public service organisation that established for informing people about the various activities of that organisation arranged for the use, need, satisfaction and benefit of target people. Marketing of Information Service is the management process to provide necessary information to the interested people in time and give administration about the feedback of their services that help in improving the quality of service and to shape objectives according to users’ demand in future.

The process of marketing in any profit making and non-profit making organisation are differs from each other in respect of its objectives. Like this, commercial marketing and any service marketing are also differing from each other. It can be shown on the basis of following facts:

<table>
<thead>
<tr>
<th>Commercial Marketing</th>
<th>Marketing of Information Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Felt need and cognizable rewards</td>
<td>Needs not perceived, rewards not seen</td>
</tr>
<tr>
<td>Pertains mainly products</td>
<td>Pertains mainly information of events</td>
</tr>
<tr>
<td>Persuasion to make audience buy</td>
<td>Persuasion to make audience learn</td>
</tr>
<tr>
<td>Product is goods and services</td>
<td>Product is information that added</td>
</tr>
<tr>
<td>Rarely needs to involve government</td>
<td>Must work with government to ensure achievement of national priorities</td>
</tr>
<tr>
<td>Concern with prospective buyers who have money</td>
<td>Concern with needier sections</td>
</tr>
<tr>
<td>Profit motive</td>
<td>Welfare objective</td>
</tr>
</tbody>
</table>

*Table: 5.1. Shows concept of commercial marketing and marketing of Information Service.*

For example, *information provided by the Cellular Companies.* They provide updated information to their subscribers in their cellular phones and also provide advertisements in print, electronic and in outdoor media to attract more people and to convert them as subscribers. Their main concern is to sale their service.
5.1.5. Marketing of Museum Information Service

Marketing of Information Service in the field of museum is a new but an emerging term. Need of informing about museum—its content and services are continuously getting importance than ever before. Getting information about museums, people are visiting more than before when there was no campaign for museum and its services. This successful result is seen in many Indian museums.

For example, Nehru Science Centre, Mumbai and Raja Dinkar Kelkar Museum, Pune in Maharashtra, advertise their name, address and events in railway station, local newspapers, city guidebook etc. Nehru Science Centre distributes leaflets with local newspapers and is getting large number of visitors.

Marketing of Museum Information Service can be defined as the management process to provide necessary information to the target people about museum’s collection and activities, its existence, usability for peoples’ benefit, popularize museum, attract more visitors, inform internal management about the success and failure of the services to shape it in future. Flow of information is important to maintain balance within external and internal museum environment.

Any service marketing depends on 7 P’s. Marketing of Museum Information Services is also depending upon these 7 P’s factors that need to consider while planning for marking of information. These factors are:

- **The First P**: It is the Service *Product* or Service *Package*. In Museum *Information* about objects and activities is the main product that need to disseminate.

- **The Second P**: It is *Pricing*. Museums for earning revenue can charge price against its various services or indirectly to the provided information. Price should be in accordance with the quality of service, otherwise more price may discourage customer to avail those services.
Chapter 5  Marketing of Information Services

© The Third P: It is Place or the area of distribution. For launching any service it is very much important for museums to know the nature of the location it exists and nature of the location of the target people, it is going to serve.

© The Fourth P: It is Promotion of services or products of a museum. It needs to aware visitors about the existence of the museum, its various user-friendly services and products. It is the modes of communication between the target group and the museum for understanding visitors or users properly.

© The Fifth P: It is People or visitors. The employees represent their museum to target people or visitors. If these employees are not given training regarding face-to-face communication with visitors', then the entire marketing effort will not prove effective. On the other hand if the museum do not know the peoples' or visitors' demands for whom they are going to provide their service, the entire marketing effort and investment will go in vain.

© The Sixth P: It is Physical Evidence. Service is not a product, since visitors can not see a service, but they definitely see various tangible clues of the service like facilities, communication materials, education, knowledge, entertainment, price etc. On the basis of these factors, visitors take the decision that whether they will avail it or not. These clues may be for both intended and unintended ones and, therefore, managing such physical evidences is the integral part of the Information Service Marketing of any museum.

© The Seventh P: It is Process Management. The importance of process management is that it assures service availability and consistent quality. Without sound process management, balancing service demand with service supply is extremely difficult for any museum.
Chapter 5  
Marketing of Information Services

5.2. Essentiality of the Marketing of Museum Information Service

Museum organizes various services for the use and benefit of general people. Marketing brings people close to the services. Museums need to market itself through information service in today’s society, because of the following factors:

5.2.1 Generate interest among Target People

Survey among general publics in different localities of Mumbai, Kolkata, New Delhi, Bhopal etc. reveals that museum provides many services but due to lack of publicity and inadequate information dissemination it cannot draw attention of viewers. As a result the effort and investment of museums become wasted. Thus museums need to inform its activities through effective Information Service to its target visitors and make people as prospective visitors.

5.2.2. Competition with peoples’ Leisure Time

Every person whether students, housewives, professionals, all are busy and have little leisure time in hand. Thus, they want to utilize their valuable leisure time most effectively. Therefore, museums need to inform about it in advance so that people get time to decide, feel attraction, visit museum and avail its services.

5.2.3. Competition with other Entertainment Institutes

Every public service institutions informs through various ways and trying to reach its target users. Their attracting advertisement and alluring offers snatch more and more visitors. Thus, time has come to decide how museums could inform and attract people, hold and compel people for repeated visit.

5.2.4. Social Accountability

Museum has social responsibility to do something for society's benefit. Museums need to disseminate information among community for showing its responsibility and reminding people to visit museum and utilize the benefits.
5.2.5. Attracting Technology

Dissemination of information today become very much easy and cost effective because of the advent of attractive technological use. Computer makes extreme complicated service easier by clicking and searching menu only. Internet brings the world in a small window of computer. It is easier to give hard copy of information by Xeroxing and facsimile. It is also easier to give information on telephone or in SMS service of Cellular companies. Modern techniques of advertisement are alluring viewers more than before. Thus, at present it is very easier to inform instantly and lucratively to target visitors. There is no question of remain silent and in an isolation without communicating with target visitors today, when the competitors are using technology for tempting target customers.

5.2.6. Image Building

Since, last two centuries museums are suffering from an identity crisis. For most of the people museum is the institution that houses dead objects, broken sculptures and monumental fragments. Many people do not know about the museum located at their neighbours.

An effective information service has the capacity to inform exactly what the museum is? It can inform about the content and every activity of museum. It can establish good public relations in and outside the museum by communicating with target visitors frequently and keep them in touch with museum by constant reminders. The information service is now become very essential to create a positive image in society.

5.2.7. Value Dissemination

Museum is a centre for informal education, culture, treasure of science and entertainment. Museum has the responsibility to disseminate theses important values of Indian tradition to every Indian.
Chief aim of marketing is to increase sales figure. The Information Service can do this job indirectly. While informing about a museum, people get interest about its collection and services, they generate desire and develop conviction about museum and finally visit the museum. Their visit, purchasing museum objects, enjoying various services will increase museum’s revenue, which is now very much essential for survival of every museum.

According to the ‘Consumer Learning Theory—A Hierarchy of effective Model’ formulated by Lavidge and Steiner in 1962, visitors’ psychology can be understood through following model.

![Model: 5.1 Shows visitors' psychology—Concept taken from the Consumer Learning Theory of Lavidge and Steiner](image)

As a result more and more people visit museum, purchase museum’s product and publications, purchase tickets of various cultural programmes or different shows, join in various training courses, workshops etc. All together the service helps significantly in income generation.
5.3. Marketing of Information through Information Service

5.3.1. Lasswell Model in respect to Museum Information Service

Lasswell formulated the basis of information. This is well known as 5 Ws and 1H model. While disseminating information it is necessary to see that all information should satisfy this rule. These 5 Ws are What, Where, When, Whom, Why and the 1 H is How. Without filling these options information will not be completed. It is applicable for any information about museum objects.

For example, here is a museum object that needs to communicate with visitors. The question of 5 Ws and 1H will generate in every visitor’s mind and therefore, museum needs to deliver this information accordingly. These can be seen in the following chart.

Information Searching about an object in museum

Chart: 5.2. Showing 5 Ws and 1 H. Model that satisfy all information searching procedure regarding exhibits in a museum.
5.3.2. Developing Strategies for marketing of Information

Prior to initiate the marketing process museum needs few knowledge regarding its market, strength, weakness, opportunity, problems and social responsibility. On the basis of these elements museum should develop marketing strategy to reach its mission.

- Market Segmentation/ target group identification

Museum is for all and has potential market sectors, where mutual interest may be generated. Here favourable or museum friendly environment can be nurtured by providing information in right time. On the basis of the nature of information, museum market can be segmented as follows—

- Educational Institutes—it includes Schools, Colleges, Universities

Students need information about the museum exhibits having correlation with their academic curriculum and topic of research, facilities of summer training, school project assistance, nature camps, research facility, library facility, school loan service, offers and discounts for school students etc. therefore, regular dissemination of information is required with academic institutions to remind them that museum is ready for educational assistance.

<table>
<thead>
<tr>
<th>Box: 5.3.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategies for Information Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Market Segmentation/Target group identification</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Educational Institutes—Schools, College, Universities</td>
</tr>
<tr>
<td>☐ Orphans and Societies for Handicaps</td>
</tr>
<tr>
<td>☐ Cultural Organisations</td>
</tr>
<tr>
<td>☐ Tourism Department and Traveling Agencies</td>
</tr>
<tr>
<td>☐ Hotels</td>
</tr>
<tr>
<td>☐ Community</td>
</tr>
<tr>
<td>☐ Public and private sector organisations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Setting Goal for Social Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Education</td>
</tr>
<tr>
<td>☐ Culture</td>
</tr>
<tr>
<td>☐ Science</td>
</tr>
<tr>
<td>☐ Mass Awareness</td>
</tr>
<tr>
<td>☐ History</td>
</tr>
</tbody>
</table>
Chapter 5  Marketing of Information Services

Orphans and Societies for Handicaps

Though a large number of orphans, and societies for handicaps are present in cities but generally no museum invites them to visit and let them to enjoy various shows, exhibitions and participate in different training programmes.

The result of the survey in the School of Orthopedic Handicaps and in Spastic Society of Eastern India, in Kolkata shows that children suffering from mental and physical disability like innovative recreations and they are agor to learn through new experiences. The authority like to take these children to museum if they are informed that museum will take care and arrange for their visit.

Having social responsibility, museum cannot ignore its duty towards orphans, underprivileged and disables. Museums should do something for them in a special day in a month. They only need care and affection that museum can offer through special exhibitions, shows and training. It needs maintaining continuous exchange of information in between museums, orphans and societies for handicaps to understand their demand and liking to satisfy them accordingly.

Cultural Organisations

Image of museum may enhance with the quality of programmes and services it offers. Museum can organize cultural programmes; invite guests and troops from different parts of India to perform in the museum. It needs a constant exchange of information with various cultural organisations.

Tourism Department and Traveling Agencies

Out of hundred museums that are surveyed it is found that more than 60% museums are surviving on tourists and in the rest of museums in average more than 40% visitors are tourists. Therefore, it is necessary to maintain a free flow of information between the Tourism Department of Government, different traveling agencies and private tour coordinators about attractions, schedule of shows, discounts, amenities, objects on sale etc. for inviting more tourists.
Hotels

A large number of officials with their families stay at different city hotels where museums situated. These officials come for different purposes and remain busy in their job during office hours. Museum can target their families as visitors during daytime when they want to spend their time with new experiences in the new city.

In this purpose museums need to give its details in the reception desk of different categories of hotels and remind Managers to send their borders. Museum may provide replica of their objects to hotels on sending more than ten or any fixed number of visitors and may offer discounts to their borders either in entry ticket or any shows.

For example ‘Madhav Hotel’ of Pune in Maharashtra is well informed about the location, opening and closing hours, collection—its aesthetic importance of Raja Dinkar Kelkar Museum, Fort of Shivaji and other spots situated near it and requests its borders to see in their free time.

Community

Community holds families, who like to enjoy holidays. To be an important holiday entertainment institutes, museum needs to advertise itself in public places, local areas and suburbs, informing about its exhibits, services, discounts, training facilities etc. regularly to keep in touch with the host community.

Public and private sector organisation

A large number of public and private sector organisations are situated in every city, where a large number of people work. Today, work pressure is so high that people remain out of touch about various events and celebrations of their city. If museum informs these professionals at their working places by giving beautiful posters than every employee and employer will know about the events and out of them a good percentage of people may turn as visitors.
Chapter 5  Marketing of Information Services

• Setting Goal for Social Marketing

Museums are established for the service of society. It has social accountability in doing something for the betterment of society and need to think on its strength areas and the requirement of society to serve accordingly. There are following specific fields where museum can serve:

A] Education— It is the biggest necessity of society. Though museum is not an educational institution but it can assist greatly in the present education system. Museum’s maximum visitors and target group are students and thus, it is easy for museums to provide such information through display, participatory programmes, training, shows etc. that is helpful for students.

B] Culture—Museums are the custodian of the cultural heritage of the country. In this era of globalization and continuous influence of western culture, people are forgetting about their own cultural heritage. Considering the social responsibility, museums need to disseminate cultural values to society by giving opportunity to people to interact with Indian original culture through various cultural programmes, film shows and training on music, dance, drama etc.

C] Science—India is rich in indigenous science and technology in the field of traditional and Ayurvedic medicines, astrology, astronomy, architecture etc. In this era of technology, museum has the responsibility to highlight these to remind people about the richness of India.

D] Mass Awareness—Museums as a social organisation need to aware people about various social issues like environmental problems, eradication of various misconceptions, omens, preserving various rituals, traditions etc. through its popular activities like popular lectures, mobile exhibitions, film shows etc.

E] History—Museums are the repository of the country’s history that is reflected through sculptures, inscriptions, coins, copper plates, manuscripts, documents etc. Museums are responsible to inform all these important facts to visitors.
Chapter 5  Marketing of Information Services

Case Study: 13

Nehru Science Centre, NCSM, Department of Culture, Government of India, Dr. E. Moses Road, Worli, Mumbai- 400018

Date of Study: 23.05.2001*  Website: www.esm.worli.com
Source of Information: Mr. G. S. Rautela, Director

Mission of the Science Centre: Popularization of Science among common people and educate them on application of science and technology in day-to-day life and to develop science temper and spirit of learning.

Subject Content: Physical and Life Science, Computer and Modern Information Technology.

Information Service: The centre disseminates information through many fold activities. Visitors can explore the scientific facts themselves in the Discovery Room. The Centre provides weekend and summer training for students, organize science quizzes, seminars, science fairs, science film shows, sky observation, popular science lectures etc. In Cyber room visitors can enjoy Internet browsing and can see CD-ROM on various subjects.

Museum’s Strength: The museum is good in management and marketing practice, has experienced and enthusiastic staff, variety of exhibition and useful services for students, children and housewives. Financially, the centre is self-sufficient. Few corporate houses sponsor exhibition and in the development of new galleries. Moreover, the centre has good public relations with local people.

Museum’s Visitors: A good number of visitors including school students, tourist visit the Centre. Many students participate in the summer training for their school project works mainly in the field of Physics, Chemistry, Biology and Geography. The centre is in the Government’s tourist route, therefore, good number of tourists come everyday in this Centre.

* Proof of the research work is given in the Research Proof section of the Appendix II, page number 312
Marketing Strategies:
1. The Centre has membership system for children, students, teachers, housewives, institutional, corporate houses etc. to avail every facility and programme held in the centre.
2. The Centre invites corporate sponsorships to sponsor galleries, temporary exhibitions, fairs etc. e.g. Eveready and Philips Company sponsored two different galleries of this Centre.
3. The Science Centre organizes exhibitions of international standard and a yearly fair, in which number of schools participate with their various models.
4. A number of regional Science Centres are there under the supervision of this Science Centre.

Achievement of the Centre through Marketing of Information: The centre is successful in disseminating information about its activities and services to target visitors, as a result museum has achieved following benefits:
1. Number of visitors is increasing in every year.
2. The Centre is highly popular in Mumbai and in its suburb.
3. The Centre is successful in achieving profit by serving visitors and proved that any museum by serving well and informing properly can increase number of visitors and earn profit.

Forward Marketing Planning:
1. The Science Centre wants to implement modern technologies for faster communication with common people.
2. Recently the Science Centre wants to give emphasis in getting housewives as visitors by arranging programmes for their benefits.

Suggestions: The research team of the Science Centre should give more emphasis on our ancient science and technology for the knowledge of visitors.
5.3.3. Positioning Information Marketing Strategy

Museums need to position all its formulated Information Marketing strategies scientifically and tactfully. On the basis of this positioning the Information Service can able to inform museum’s visitors.

<table>
<thead>
<tr>
<th>Positioning Focus or Image Retention</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ High Involvement of the visitors</td>
</tr>
<tr>
<td>☑ Relevance of service to the specific target group</td>
</tr>
<tr>
<td>☑ Cost effective/non business negativity</td>
</tr>
<tr>
<td>☑ Non-relevance factor/less individual interest factor removal</td>
</tr>
</tbody>
</table>

Strategy Implementation

Social Advertisement

- ☑ Newspaper—Paid and Unpaid
- ☑ Hoarding (Sponsored)
- ☑ Print and oral-campaign
- ☑ News Creation
- ☑ Display Balloons
- ☑ Participation in Fairs and Exhibition

Rural Outreach Campaign

- ☑ Canvassing
- ☑ Seminars / Workshops
- ☑ Mobile Van
- ☑ School Loan Kit
- ☑ Participation in Special Occasions
- ☑ Film Shows
Chapter 5  Marketing of Information Services

- **Positioning Focus or Image Retention**

  The foremost requirement for positioning strategies is to focus the main objectives of museum in society for the knowledge and acceptance of people. This will help in establishing and retaining positive image of museum in society as an active, lively and friendly institution that thinks for the betterment of society. This can be done through following means:

  - **Increasing involvement of the visitors**
    
    Museum should inform about the setup of its all display and services in such a way that visitors can feel that everything is arranged for them. All the services should provide certain benefits to users, like academic benefits, knowledge in a particular field, training opportunity in practical fields, amusement and entertainment etc. All these services should devote to visitors so that visitor gets reasons behind their visit in the museum and like to involve themselves frequently in museum and its activities.

  - **Relevance of services to the specific target group**
    
    Rather arranging activities for general visitors, it is better to arrange services as target specific depending on their expected percentage in the museum as compare to society, so that specific target group can feel importance in the museum and develop interest in visiting museum.

    For example, museum can arrange services for handicaps', children', students', women', etc. separately in a specific day of every quarter month or in every month.

  - **Cost effective / non business negativity**
    
    Whatever museum arranges for visitors that should do in such a way that it becomes cost effective to users. They should not feel any burdens in paying for museum services. All the charges applicable in museum should be worth of what it is giving. Otherwise, visitors may loose interest only because of excessive cost of museum services.
Non-relevance factor / less individual interest factor removal

Museum should not display or provide services that are not relevant to any one. Every activity in museum needs to touch the emotion of visitors. Museums should also note the frequency of target visitors and no way it should devote it maximum effort to least frequency visitors.

For example, if a museum has 90% tourists visitors, 5% students 3% local visitors and 1% handicaps and 1% others then museum should arrange more programmes for tourists than for students, than for local people and once or twice a year for handicaps and should inform them accordingly. This will give good feedback back the museum.

Strategy Implementation

Achievement comes from the successful implementation of strategies. Museum in this case can market its information through following media:

Social Advertisement

Museum is a social non-profit making organisation. It is not possible for more than 90% Indian museums to launch advertisement campaign like any commercial organisation. Therefore, museums need to give cost effective or low cost advertisement for dissemination of information outside the museum. Following media can be utilized for this purpose:

Newspaper

The newspaper is the most effective mass media of communication. Any information can reach to every home of city and suburb through this vehicle. Museum can utilize newspaper in two ways:

Unpaid

Museum can give press release by inviting reporters on any new events like new exhibitions, opening of new gallery, renovation etc. Through the published news, museum can get good media coverage and can reach to target visitors free of cost.
Chapter 5  Marketing of Information Services

Paid

1. Museums having lump-sum budget can give solus\textsuperscript{20}, quarter page advertisement or small advertisement to disseminate information about its big events like inauguration and duration of a special exhibition, training programme, newly designed display, cultural programmes etc.

2. Museum with low budget can give day-to-day information or information about any special activities in the classified columns once a week in low cost.

3. Other than leading national newspaper museum may choose local popular newspapers that have good reach.

- **Hoarding (Sponsored)**
  
  Hoarding in busy places always attracts attention of large number of viewers. It is a good media for giving information to reach large number of people but in same time it is expensive too. To make it cost effective, museum can invite corporate houses to sponsor hoarding. Here museum does not need to invest 100\% for the hoarding and can give information. On the other hand corporate organisation can have the facility of giving advertisement and along with this it can enhance its image by showing its association with museum.

- **Print and Oral-campaign**
  
  Museum can distribute colorful printed folders, leaflets, posters and brochures having detail information about the museum and its activities to schools, tourism department, travelling agencies in different cities, hotels etc. Museum can stuck its posters in these organisations and other public gatherings to inform viewers.

  Along with printed information museum can speak with the respected persons of above organisations to get assurance that they will send students, boarders and bring tourists to the museum.

\textsuperscript{20} Only advertisement in the right lower bottom of the front page of a newspaper
Chapter 5  Marketing of Information Services

■ News creation

Now a huge number of newspapers are published in a day and reporters have to fill up number of pages with unique news items or information. Similarly, the number of 24 hours news channels is increasing day by day. Other channels also have slots for news. Along with print and television the Radio news and FM Channels are also searching for catchy news items. All these media are hungry of catchy information. Museum can take this opportunity by alluring media and inviting journalist to cover museum events. Inviting celebrates while inaugurating new exhibitions, galleries, workshops, hosting cultural programmes, launching replicas or any other public events, museum can attract both print and electronic media to cover the news and publish, broadcast and telecast it. Through this effort museum can earn huge coverage free of cost.

■ Display Balloons

Display balloon is an attractive media of advertisement. Museum can advertise itself in a display balloon above its building or if possible over public places. On it museum can provide the name of museum and special attraction of that day or any necessary information in a very precise form. This will draw the attention and can inform considerable number of people.

■ Participation in Fairs and Exhibition

Exhibition is an important and useful media where both organization and people can interact with each other and can share their ideas. A good number of fairs and exhibitions are organized every year, where a large number of organisations participate to exhibit and sale their products. Many service industries also participate to show their activities. Participating in such kind of fair museums can disseminate information related to it, its exhibits and activities. Museum can also send its mobile exhibition van in such fair or exhibition ground and can give opportunity to large gathering of people to see the glimpses of the treasure present in the museum.
Chart: 5.3. Shows various Marketing Activities that museums need to undertake.
Chapter 5  
Marketing of Information Services

**Rural Outreach Campaign**
Informing people of metro-cities, big cities and suburbs are easy than in rural areas. For informing rural people museums need to take separate strategies. Following measures are found effective in informing rural people by a city museum or rural museums.

■ **Canvassing**
It is found much difficult to convince rural people about the usefulness of museum. It is also found difficult to convince that museum is for the service of rural people and where they can acquire knowledge and can participate in various programmes of museum. To overcome these difficulties museum need to canvas regularly in the rural gatherings by the opinion persons of those areas.

■ **Seminars / Workshops**
Museums can organize seminars and workshops in rural areas to eradicate some misconceptions, telling about new technology in agricultural field, local medicinal plants and faunas, ancient technologies, motifs, observation of nature etc. in schools and in large village playground.

■ **Mobile Van**
Many big Indian museums, e.g. Science and Technological museums have Mobile Museum van to serve distant people. Through this museum can reach to rural people, inform and entertain them and turn rural visitors as prospective visitors during their visit in the city.

■ **School Loan Kit**
City schools are capable of arranging exhibits for the teaching assistance. But rural schools do not have this opportunity. Museums can offer replicas of its exhibits, science models as school loan kit and generate interest in rural students about museum.
Chapter 5  
Marketing of Information Services

■ Participation in Special Occasions

In rural areas many fairs, exhibitions are organized time to time. Participating in such events, museum can reach large number of rural people and can interact with them. Fairs in few specific areas are so popular that get attention of media and tourist nationwide and sometimes many foreign tourists join in those fairs.

E.g. ‘Pouse Mela’ of Shantiniketan, West Bengal, ‘Puskar Mela’ of Rajasthan etc. here museums can participate and can reach to huge number of people at a time and also establish its good image among media.

■ Film Shows

Any audio-visual presentation always draws attention of any people. Museum can show video films on its collection, its significance, and related events etc. Through this kind of show rural people can get a chance to see the museum, and generate a desire for a real visit to museum.

Chart: 5.4. Information Marketing in Rural Areas through Information Service

School Loan Kit
Canvassing Mobile Museum Van

Information Dissemination

in

Film Shows Seminar / Workshop

Rural Areas for

Campaign of Museum

Participation in Special Occasions
5.3.4. Marketing of information for earning survival costs

Museums have enormous scope to attract visitors and allure them to utilize their services. Through visitors participation museum can generate fund that will help in museums' survivability in this competitive market. For generating fund museums need to inform about following events where people like to invest:

<table>
<thead>
<tr>
<th>Selling Information</th>
<th>Selling Information for earning survival costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Purpose</td>
<td></td>
</tr>
<tr>
<td>Product Information for relevant business interest</td>
<td></td>
</tr>
<tr>
<td>Retail Chain Selling</td>
<td></td>
</tr>
<tr>
<td>Franchising</td>
<td></td>
</tr>
<tr>
<td>Services</td>
<td></td>
</tr>
<tr>
<td>Developing new-relevant product / services</td>
<td></td>
</tr>
<tr>
<td>Loan</td>
<td></td>
</tr>
<tr>
<td>Special Offers and Discounts</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Funding</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Sponsorship</td>
<td></td>
</tr>
<tr>
<td>Donation</td>
<td></td>
</tr>
<tr>
<td>Government Funding Support</td>
<td></td>
</tr>
<tr>
<td>Financial Support from the Non-Government Funding Organisation</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organizing Activities</th>
<th>Organizing Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Training Programmes</td>
<td></td>
</tr>
<tr>
<td>Cultural Programmes and Different Shows</td>
<td></td>
</tr>
<tr>
<td>Workshops, Seminars and Lectures</td>
<td></td>
</tr>
<tr>
<td>Organizing Fairs and Festivals</td>
<td></td>
</tr>
<tr>
<td>Organising Events</td>
<td></td>
</tr>
<tr>
<td>Nature Camp, Exploration, Excavation etc.</td>
<td></td>
</tr>
<tr>
<td>Film making and selling of documentary</td>
<td></td>
</tr>
<tr>
<td>Selling of products</td>
<td></td>
</tr>
</tbody>
</table>

254
Chapter 5  Marketing of Information Services

**Selling of Information**

Museum has varieties of information for different target groups and for different purposes. All these need to reach specific target group in right time so that they may turn up as visitors. The Information Service can fulfill this duty in and outside the museum building. It may be verbally, in printed form, in form of advertisement or through electronic media and are categorized as follows:

- **Information about Museum Gallery, Exhibits and Exhibition**
  Museums need to inform whatever it is doing in time. It also needs to inform about its important exhibits, galleries, temporary exhibitions, cultural programmes etc. In every medium of information dissemination, museum can highlight at least two of its exhibits, giving all its preciousness and significance. This will help in generating interest about museum exhibits among general people. Similarly, museum should also need to inform about its temporary exhibitions, so that people can visit within time.

  For example, Birla Industrial and Technological Museum, Kolkata has given media coverage on its special travelling exhibition ‘Illusion’ just before the inauguration and after starting the exhibition in the local leading newspapers of Kolkata. The impact of this coverage was seen in good percentage of visitors than other exhibitions.

- **Research Purpose**
  Museum can provide information in nominal charge to researchers. This may include following benefits:
  1. Library facility
  2. Facility for photocopy
  3. Access to Accession Register, Catalogue, and Computerized Documentation
  4. Access to Reserve Collection
  5. Research Membership for a specific period of time.
Chapter 5  Marketing of Information Services

■ Product Information for relevant business interest
Today, there are many business houses that want to sale museums' publication like picture post cards, art albums, paintings, replicas etc. Museum needs to collect information whether such organisations exist in the city or not and also to communicate with them for selling museum’s made articles.

For Example a private business organisation 'Hello Heritage' at the 'Swabhumi'—a Cultural Multiplex in Kolkata sales publications and replicas of antiquities made in the Indian Museum, Kolkata and of few other museums. Interested museums in Kolkata need this information and also need to send information about their desire.

■ Retail Chain / Direct Selling
By making museum’s product popular and demanding, museum can develop a retail chain in different zones or districts of respective states to sale product and school kits.

For example, the Science City in Kolkata published a picture book on Dinosaurs and sale it through a Direct Selling Network by appointing few sales people in contract basis during 2000-2001.

■ Franchising
There are number of localities like in suburbs and rural areas where no museums are present. Here big museums can give franchise to any reputed organisation for exhibiting replicas of its valuable objects, showing films, organizing seminar, workshops and travelling exhibition, selling its product etc. Through this opportunity museum can serve distance people and can earn revenue.

■ Services
Museums offer many services like guide service, library facility, amenities for disables, school groups, students of various disciplines, researchers, tourists, local people etc. that need to inform target people.
Chapter 5  Marketing of Information Services

■ Developing new-relevant product/services
Museums always need to realize the public’s sentiment and current demands. Considering this, if museums provide services and develops products and inform people at a time, then good revenue can be earned out of it.

For example, during the ‘Holi’ festival Indian Museum once organized the great ‘Rasa Lila’ play of Manipur and celebrated the festival of colour. Another good example in this regard is the selling of the replica of the Nobel Prize of Rabindra Nath Tagore by an organisation that sale museum products just after a month of the news of its misplaced from the Rabindra Bharati Museum, at Shantiniketan in West Bengal. The news was draw good attention of media and general people and earn good revenue by selling the product.

■ Loan
Museums can prepare School Loan Kit for academic assistance in schools and can sale fabricated objects for beatification purpose to Railways, Airlines, Ports, Hotels, Hospitals etc. like public service sectors to decorate aesthetically. Museums, therefore, need to communicate with these target sectors for providing loans.

For example, the ‘Park Street Metro Railway Station’, in Kolkata is decorated with the replicas of museum objects, taken from the Indian Museum, Kolkata. If museums able to inform similar other organisations then they will also interested to take loan of replicas for the beatification purpose.

■ Special Offers and Discounts
Museums may offer prizes in various competitions organized by it and give discounts to large group of visitors, school groups, social organisations, and for repeated visits etc. These are the important information that hikes the number of visitors and therefore, need to inform people for motivating them.
Chapter 5  
Marketing of Information Services

■ Miscellaneous Information

There are many events that may organize in museums. Museum also needs to inform these news or events to aware people so that they feel interest in visiting museum again and again. More the visitors and their involvement into different activities will earn more revenue. Museums need to market its following events for earning revenue:

- A holiday competition for children or students
- Information regarding award to the winners in different competitions to motivate people for their generous participation.
- Informing people about the visiting foreign exhibition.
- A course for adults or needy sections
- New research projects where researcher can do work.
- Notification of special opening hours in public holidays when more visitors may come.
- Information about the extension of a temporary exhibition for inviting more visitors.
- Information about the Celebrity's visit and opportunity of visitors to meet with the celebrity.
- Announcing Membership package
- Information regarding the arrival of new exhibits or technological implementation in the specific gallery.
- To convince people more and more about more enjoyment, better amenities and better service for their entertainment and knowledge.
- Information regarding acquisition of an unusual thing or precious thing that has mystery, science, thrill, knowledge and entertainment.
- Information about any newly discovered facts or objects of the museum.
- Information regarding any other activity undertaken by museum for general people etc.
Chapter 5  

Marketing of Information Services

Funding

More than 90% Indian museums are in huge financial crunch. To run all the above mention activities, museum needs lot of monitory support. To earn revenue, the museum initially needs to invest a considerable amount of money, therefore, museums at first need to generate fund from almost all the available sources. Here few proposals are given below from where museum can earn initial money and an Information Service can help considerably in this regard:

Corporate Sponsorship

Today, every big corporate house considering its social accountability is giving emphasis on public relations with its host community. For that these houses invest considerable amount of money in social purposes provided that through this support it can reach to large number of people who might be the prospective consumers of those corporate houses. Museum can take advantage of this new corporate policy for getting sponsors for its galleries, any special events, temporary exhibition etc. Good sponsors can give adequate monitory support to museum for running its all activities.

For example, Philips in Nehru Science Centre in Mumbai and Samsung in National Science Centre in New Delhi sponsor galleries.

Donation

Museums may seek for donations from any organisations or individual city people for a specific purpose. In this regard museums have to communicate with prospective donors to earn their confidence. Museum may earn donation in form of exhibits to develop new gallery or may ask for monitory support. Effective information dissemination can reach and convince prospective donors.

For example, the 'Bharat Kala Bhawan' of Banaras Hindu University in Uttar Pradesh, has earned good amount of donations from the ex-students of the University to renovate its galleries.
Chapter 5  
Marketing of Information Services

■ Government Funding Support

Government, especially Ministry of Culture and Tourism, Ministry of Information and Broadcasting etc. provide fund to different museums to develop their activities and run various services through a reputed and big museum. But main requirement is that museum has to submit a proposal and blue print of its undertaken activities. Qualifying basic criteria, every willing museum can get good fund from the government.

For example, the ‘Victoria Memorial’ in Kolkata has the authority to provide fund to museums and similar organisation having same mission in eastern India for its development.

Another example is The Raja Dinkar Kelkar museum in Pune, Maharastra. The museum has succeeded in getting good funds from the Government for developing multimedia presentation on the entire museum for visitors and to develop its website.

These two examples indicate that for a good purpose and services any museum can secure grants from the governments depending upon its desires of doing work.

■ Financial Support from the Non-Government Funding Organisation

There are good numbers of non-government organisations in India that provides grant to any social organisation for serving publics. Other than these non-government organisations there are many foreign companies that provide funds to those organisation that are dealing with the heritage.

Museum as a social organisation and deeply concerning with the heritage of the country as well as other part of the world can ask for grants from these organisations for its development and serving for the betterment of general people.

260
Chapter 5  

Marketing of Information Services  

Organizing Different Activities  

Museum can earn money by organizing different activities. For generous public participation museum needs to inform about its activities to the target group at right moment. There are few events that can earn revenue:

- Special Training Programmes  

Training for children, students, artists, women, handicaps, for museum professionals' etc. prove very much effective because in such programmes these target people like to participate. Therefore, it is very much essential to market information about training programmes for these target groups specifying duration, trainer's background, usefulness etc. For example training on Indian classical paintings or traditional embroidery for a week by renowned artists will definitely attract large number of men and women interested in this field, provided this information may reach to them attractively and in time. In Kolkata, the Nehru Children Museum runs number of courses for children and students and advertise it in big hoarding in the busiest public places of Kolkata and large number of children and students participate in these programmes. Through such type of programmes museum can earn good revenue.

- Cultural Programmes and Different Shows  

Many museums organize cultural programmes during or after the museum hours. For example the Bharat Lok Kala Mandal in Udaipur, Rajasthan shows regional cultural items like puppet, folk dance and folk lore, each of 15 minute duration in four times in working hours, every day and also run regional dance programmes in every evening during tourist season (October to March). The institution also has an open-air gallery to perform cultural programmes. Like this, any museum that has auditorium or space for organising any cultural programme or any show for hundred or more people, can invite artists or can show films on special sites, discovered areas, on science, documentary on museum's collection etc. Through this kind of programmes museum can earn revenue by charging entry tickets, provided people are informed properly.
Chapter 5
Marketing of Information Services

■ Workshops, Seminars and Lectures
Many Indian museums organize seminars and lectures throughout the year. Museum can invite schools, colleges and university students of relevant fields by informing them through proper channels. Through this effort students can learn more in addition to their fixed syllabus. Workshops are generally organized for museum professionals and allied persons. For both cases museum can charge a very nominal fees for participation.

It needs proper circulation of information to different museums and other respective organisations so that more and more persons and students can join it, learn and get knowledge.

■ Organizing Fairs and Festivals
Museums may organize fairs on crafts, traditional textiles, paintings, art objects etc. and can sale it within its complex or can give stall in cultural or crafts fair elsewhere. Therefore, museums need to communicate with different artists, craftsmen or organisations for collecting objects, with the respective authority for stall and need a campaign to inform common people for their participation.

Other than fairs, museums also celebrate special occasion or festival. For example, Indian Museum, Kolkata in collaboration with the Tourism Department celebrates 'Basant Utsav' (Holi) every year, in its eve. For inviting people it gives small advertisement in local newspapers prior to the festival. A good number of visitors including foreigners enjoy the celebration of colour.

■ Organising Event
Throughout the year number of cultural events are organized in every big city. Indian museums are though not in a position to organize the entire event but it can do in collaboration with other small museums, in the city by the help of any good event organizer. Through necessary campaign museum can launch successful event on traditional and folk music, dances, performing arts etc. by inviting celebrities. A successful event can earn good revenue for museum.
Nature Camp, Exploration, Excavation Tour

Natural History Museums organize nature camps and exploration in Sanctuaries and National Parks on watching the nature and wild life. Science museums also organize camps on sky observation on the occasion of any eclipse or any uncommon phenomenon in our Solar System. For example, Birla Planetarium organizes camps on solar observation during eclipse or any unusual happenings in the solar system, where visitors get the opportunity to see the phenomenon through powerful telescopes. Other than this, many archaeological museums run excavation where they can take students of relevant disciplines.

Today’s people are eager to know new things, want to explore themselves and very much like thrills and adventure. Museums have many such fields where people can get all these feelings and thus today all the resourceful museums need to explore these areas of public interest and need to advertise properly to draw attention of every interested people.

Film making and selling of documentary

Museum can develop videos or CDs on its exhibits, galleries, entire set up or any exhibitions. Museum can sale these videos and CDs to individual persons, to the electronic media, to schools or any other organisations for earning revenue. This needs proper marketing of information about the film resource of the museum to every target sector.

Selling museum’s products

Many museums have modeling unit and prepare many replicas of antiquities, present in its collection and sale it from its Sales Counter. In addition to self-products, museum can collect crafts from different sources and can sale it. Other than these objects museum can print publications like picture post-cards, folders, art albums, paintings, posters etc. and can sale it. For successful sale, museum needs to inform about these items to every visitors, art or show piece sellers present in the city for generating interest among them about these products.
5.4 Public Relations—tool of Information Marketing

'Public Relations' is the media through which an institution can disseminate its information to bring its target people close to that institution. Maintaining public relations in Indian museums through a specialized Public Relation Cell is taking priority since this Century. However, since last decades, the National Museum, New Delhi, the Indian Museum, Kolkata, the Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, Mumbai, the Salarjung Museum, Hyderabad and museums under the National Council of Science Museums are giving emphasis on public relations for creating awareness among common people, specially students. These museums are giving their support to schools and colleges, especially in rural areas, with audio-visual aids, slide projectors, plaster casts of masterpieces, reproduction of Indian paintings etc. They have the idea of forming mini-museum in selected schools and colleges in every locality. In addition to this, they are regularly organising inter-states exhibitions related to the ethnic groups, in the target areas and thematic exhibitions regarding the progress achieved by India in the field of Science and Technology, Art and Culture.

Other than above-mentioned museums, it is found that more than 90% Indian museums cannot afford its own Public Relations department exclusively for this job. The Directors / Curators of museums generally look after this activity. There are few Indian museums that are now creating post for Public Relations Officer, to maintain all necessary Public Relations functioning.

The Public Relations work of a museum should be sighted on three targets:

- Should transmit information of the subject matter it contains through exhibitions, lectures and publications (as per its policies).
- Should attract as many museum visitors as possible (to arouse public interest).
- Should awaken interest, sympathy and goodwill for the museum (not only among visitors, but also with official and politicians, potential financial institutions and donors).
5.4.1. Postulates for successful Public Relations Work

There are three pre-requisites for having effective museum’s Public Relations:

- **A good Product**
  Just like in commerce and industry, one can sell a service/product successfully only if it meets with the approval of the customers/users. Thus, museum has to adapt itself to its public for fulfilling the following criteria:
  - **Be factual and correct**: Every statement of information in the text or picture must be accurate and scientifically incontestable.
  - **Be understandable**: Explanatory texts are important, but it should be as brief as possible, clear and understandable for laymen.
  - **Offer a graded information programme**: A museum for everyone should have something to say to every age group, to every level of knowledge.
  - **Appeal to mind and emotions**: A museum should be instructive and attractive, alive and entertaining with humor, to make the learning easier.
  - **Appeal to the senses**: The museum visitors not only have eyes, but ears and hands as well. Whenever possible and within permissible limit, the visitors should be allowed to touch and handle objects on display.

- **Being different from competitors**:
  To establish unique position among competitors, a museum has to be different. One should accentuate what is special about one’s own museum and emphasis this repeatedly in Public Relations and Advertising texts. If this is done consistently then the museum will soon be automatically associated with particular attributes, even if others perhaps have the same ones, but don’t emphasize them.

- **Enthusiasm and positive thinking**:
  Enthusiasm is infectious and thus in order to ‘sale’ convincingly and successfully, museums must have to maintain a ‘sacred fire’. Giving importance to bring out the positive aspects first and formulating the facts in the most positive way, it can do.
5.4.2. Maintaining Public Relations

Both Public relations and marketing involve process of communication. Both have common target audience. Maintaining Public Relation is very much essential with the Institutions, Visitors, Media and Community. It can be proceed in following ways:

**Target Institutions**

Outside the museum building museum has to communicate with different target institutions like schools, orphans, societies for handicaps etc. to invite them when museum has arranged something special for them. Other than advertisement and media coverage these special target institutions can be mobilize effectively by two ways:

1. **Direct Dialogue**
   
   Museum can do this by following means:
   
   1. **Through Telephone**
      
      Over telephone museum can communicate with the heads of the respective organisations and can convince them about the museum's services for visit.

   2. **Sending Representative**
      
      Museum can also send any representative to communicate with the heads of the target organisations to tell them exhaustively about the museum's service that specially arrange for their members, students and employees.

3. **Through Fax and E-mail**
   
   For fast communication and to communicate with relatively distant organisations museum can send fax or e-mail to respective heads.

2. **Direct Mail**

   Direct mailing in the name of the competent authority like Principal/Headmaster / Headmistress of Schools, Director of the Social Organisation etc. is the effective media to communicate by giving due respect.
Chapter 5  Marketing of Information Services

© Museum Visitors and Users

When people come to see a museum they need variety of information and museum needs to provide all such information whenever they ask. Other than usual exhibition museum needs to inform about its various daily activities to every visitor so that they participate and enjoy those activities. Museum can maintain public relation with its visitors by following ways:

◆ Information Kiosks / Reception Counter

Persons sitting in this counter should provide all the necessary information to the enquirer and help visitors whenever they require. They should also provide information about the Dos and Do not, day to day information, availability of resource persons, various facility etc.

◆ Visual Instructions

Museums need to give directions to guide every visitors about the location of different galleries, its content, key exhibits, direction of visit, stairs, lift, toilets, drinking water points, fire alarms, position of extinguisher and its mode of operation, canteen, sitting places, sales counter etc. All these information can be provided to visitors through Arrow Signals, Signage, Inscribed Gallery Map on wall, information on signboard, bulletin board, notice board etc.

◆ Publication

Publication is the tool of public relations for helping visitors to know about the museum, its galleries, exhibits and activities and to remind information for longer period. For example, gallery guidebooks, gallery map, folders etc.

◆ Gallery Guide

Gallery Guides are the best and experienced media to demonstrate galleries in details and satisfy different groups of visitors. They can look after visitors and can help them to operate various exhibits, computers and can overcome their every problem in the museum.
Chapter 5  
Marketing of Information Services

Media Relations

There are two main groups of media, the print (newspaper, magazines, journals) and the electronic media (radio, television and internet). Today, the mass media plays a central role in our society, not only as a source and means of information, education and entertainment but also in defining our reality in the most decisive manner. Human perception is limited, only capable of grasping the direct, immediate surroundings, for that today’s people are very much depending upon the media, which brings the world ‘second hand’ into homes. It is well known that public accepts those themes, which media gives importance and present in detail. The media is of great importance to the functioning of modern society, in stealing the growing hunger for new information that can be delivered through the new communication techniques.

To gain importance in the leisure society as a key centre of education, entertainment, and as a guardian of cultural traditions in a fast-moving world a museum needs to maintain good relations with media to inform and reach close to target people. Media can able to place museum on the pick of popularity in near future. This implies that all those museums, which know how to utilize the opportunities of Public Relations and media technology, should look forward with the optimism of the 21st Century.

Media Selection

To reach target people and for successful campaign of museum, proper selection of media is very much essential. Media can be selected on the basis of following conditions:

Competitive Characteristics

It is required to know that whether the chosen media is in the front line among other media and how effectively it can be able to disseminate information to target people in this competitive market. It should also analyze that whether the available low budget media can solve this purpose or not.
Exploiting media is an expensive job, therefore, museums always need to look after their financial capability while dealing with media.

Media Considerations
After getting knowledge about the accessible media and financial capability of the museum, the next criteria is to choose media for informing target visitors. It can be done on the basis of the following factors:

- **Coverage**—how much area the media covers, whether within the city, states, or has nationwide coverage and what kinds of people read or view it?

- **Reach**—it is the circulation figures in case of print media and number of viewers it reaches in a particular time for an electronic media. It is required knowing prior to final selection of the media.

- **Frequency**—it is the basic unit counted for using any medium for reaching information. This information need for buying space or time in print or electronic media. It is the sum of the percentage of households' reaches by any medium in particular time. (TRP—Television Rating Point, GRP—Gross Rating Point, for print, outdoors, television etc.)

- **Continuity**—isolated advertisements or source of information may not reach to target visitors and people may forget in a very short period of time. This type of campaign will not secure effective result. Thus, continuity of advertisement is very much essential to note the number of time of exposure of given message in a specific period of time.

- **Dominance**—it is the superiority of one media over others. For choosing media it should be noted that how much the media can dominate and convince the target visitors.
Chapter 5  

Marketing of Information Services

♦ Tools for dealing with media:

There are following tools through which a museum can deal with media:

Media Release

Every museum generates some information time to time. Such information is conveyed to media through media release. Media release or news release is a formal method to provide information to media preferably in ready to publish form following the Lasswell’s 5Ws and 1 H model written in journalistic style or inverted pyramid style (important information comes first followed by lesser important information) that can be tailored to suit the needs of print media.

Guidelines for writing a Media Release

Information should be newsworthy, interesting to the readers/listeners or viewers and not self-serving advertisement.

Release should contain single cohesive message without any tall claims, random use of superlatives. Leads should attract the news immediately.

The name, address and telephone number of the museum should appear on the top. Name and contact number of the person to call for further information be mentioned clearly.

Date of the release should be mentioned with ‘Immediate’ word, unless it may be specifically stipulated.

Be timely. News already published is no longer news. The radio and television must get in first with a report. Something that has already been dealt within the newspapers no longer of interest to the radio and television.

It is better to provide relevant photographs along with the release, since a photograph is worth of thousand words.

Invitation to media conferences and press information should go to newspaper editors at least two weeks in advance.

The system of printing address copy on self-adhesive labels may be used. It should be grouped as local/regional/national basis.
Museums should keep the list of addresses of newspaper, magazines, journal, editorial staff, electronic media etc., which is published or telecast daily, or weekly or fortnight or monthly.

Museum should provide good news, the novelty, the sensation, and the unique record to media that should be given the limelight by illustrating the corresponding relation.

It is also important in a report to emphasize on gripping headline. Humor is by no means out of place here.

In order to appear positively in the media, one must have something new to inform, e.g.:

- A news special exhibition or special events.
- A holiday competition for the younger museum visitors.
- A course for adults, new service for schools.
- A new research project.
- Award to the wining visitors.
- Notification of special opening hours or public holidays.
- Any mishaps in the museum.
- Combating with the crisis etc.

**Successes to museum:**

If museum achieve the following, then it can be said that museum has secured its success:

- Increase in number of visitors.
- Repeated visit of visitors.
- Special recognition or honour won by the museum from the government for its incredible services.
- Receiving donations.
- Getting Government Grants.
Guidelines for dealing with unfavorable report

It is quite possible that the reports published, broadcast or telecast will not always be favourable to museum. It is a sensitive issue. Most media do not express regret for this wrong representation. If they do, they admit it in an obscure corner of the paper. It is said never enter into the shouting match with the media who ‘buys ink by the barrel’.

The first and most important step is not to react sharply and hastily. Journalists are remains under tremendous pressure and time constrained. It is necessary to assess how important and damaging is the error or mistake.

Minor mistake not so damaging to the reputation of the museum be not emphasized upon. In case of major misinterpretation that can damage the reputation of the museum may take following action to save the image without any hostile or angry refusal:

1. Letter to Editor
Director/Curator/Public Relation Officer may request the editors referring the consequences to file a new story containing correct information. Problem some time arise if the mistake is not factual but on the matter of interpretation. In such cases best way is to write a ‘letter to the editor’ explaining the fact of the case.

2. Rejoinder
Other than the ‘Letter to the Editor’ museum can write a mild rejoinder explaining the mistake. Editor may publish the correct information in to-to in the next circulation, in case of its seriousness.

In brief, cordial and friendly relation is to be maintained in any circumstances. It is to be remembered that friendly relationship can neither be bride not bullied. The best way to get redress is to make honest about own standpoint with logical argument and rational analysis. Media will cooperate if they are not prejudiced otherwise.
Chapter 5  
Marketing of Information Services

♦ Media Conference

Museum can arrange media conference with journalists to discuss on particular or relevant subjects in details. This type of conference help museum to clear up the idea in relation to its users’ acceptance since journalists will talk in favour of users.

Museum may organize media conference by inviting journalists of reputed print and electronic media when there is something new and very special to inform and convince general people to make them prospective visitors through the ink and words of journalists. For example, opening of a new gallery, acquisition of objects, any mishap within the museum like—theft, burglary, fire etc., launching new visitors friendly service, benefits or facilities, increase in the number of visitors in last financial year and expected number current financial year etc.

♦ Media Visit in Museum

To take media in confidence museum may invite few reporters in the museum to visit different galleries, seeing the training courses and other services given by the museum. Museum may insist them to take visitors opinion, providing them publications and photographs to file a news release in their respective media. Through this approach museum can make reporters' museum friendly and get favorable media release. Through this friendliness reporters can hide minor mistakes of museum.

♦ One-to-one Conference

Sometimes it is not possible for inviting a group of journalists in museum and giving them time and press kits that required good investment. As an alternative, museum can earn confidence of one reporter or journalists of a leading newspaper to file a news release. Publishing the news in a reputed media will definitely draw attention of other media to file this kind of news in course of time.
Chapter 5  
Marketing of Information Services  

Community Relations

Most organisations believe that Public Relations begin at doorsteps, community relations, therefore, is receiving greater attention as an important area in the Public Relations activities even in museums.

The idea of community relations is as old as organized society itself. In India, virtue of philanthropy is a traditional value that was honoured by the Kings and Zamindars as part of their duty in setting-up schools, lakes, tube-wells, construction of roads, development of medical unit, promotion of art and culture etc. In the recent past community relations’ programmes adopted by different corporate houses were taken as an act of philanthropy and charity. People expressed their gratitude for the same. But the situation has changed today and in the changed situation community relations has taken the ‘front seat’ in the public relations programme of an organisation. It is because community is no longer a passive unit, it is dynamic vibrant and eloquent to compete with other communities. An uneconomical, unhealthy and problem behest community is not preferred for smooth operation. Pocket of neglect becomes pocket of problem. Thus organisation does not want to take any risk since a small group of people can create havoc in the success of an organisation. Therefore, it becomes necessity for survival of an organisation rather than preference.

Museum cannot survive in an island of isolation. It has to operate from the community to satisfy the needs of people; therefore, its survival depends on the direct patronage of the community. Museums have to realize that it is not possible to survive in an island of affluence when the multitudes of people are deprived of basic demands. Success of museum and public sanction of it goes hand in hand. Museum has to contribute to the community. Museum operating from a community is expected to be sensitive to community and give back something for discharging their social responsibility. Otherwise, no information will penetrate into society. Community relations need for the following basic objectives:
Chapter 5  
Marketing of Information Services

- To create favorable climate to convince people.
- To establish museum’s reputation in the community.
- To ensure museum’s involvement with the community.
- To establish local identity among the member of the community.
- To dispel mistrust and misconceptions regarding museums among common people.
- To earn trust and confidence for the museum.
- To help in changing the age old attitude of the museum.

For achieving the above objectives museums need to think about its position on behalf of the community considering the following factors:

- Interest of the community in the museum.
- What museum can offer in respect of the interest of the community.
- Determining the objective/purpose/goal of the programme for the community.
- Ascertaining the community’s needs.
- Ensuring museum’s strength in giving continued support to the programme.
- To decide upon fund availability.
- Expected result for evaluating the performance.

After considering all the above factors a museum can initiate the programmes for effective community relations. Community relations programme may include many events depending on the needs of the community and the capacity of the museum. All needs of the community cannot be tackled by the museum and as such it is necessary for the museum to decide on the programmes they are capable of executing. In fact it is a visible effort to convince the people that the museum is truly a public service institute in the service of society.
Chapter 5

Marketing of Information Services

♦ Community Development Programmes

For the purpose of development of community museum may undertake following programmes according to its capability:

- Establishing ‘water points’ in the prime locations, for example in front of schools, bus stands, etc. where number of target people are gathered and can get the chance to familiar with the name and location of the museum.

- Museum can construct ‘Bus-Stand Shelter’ in certain busy locations. This will draw attention of many target visitors.

- Museum can provide ‘literacy programmes’ for street children, child workers, and ‘adult education’ in special hours of holidays or in suitable days. For example, Gandhi Smarak Sangrahalaya, Barrackpore, West Bengal.

- Museum can easily assist local schools in their teaching by providing models and replicas of exhibits that are relevant to the academic curriculum. Museum can also arrange film shows and popular lectures in school.

- For the ‘promotion of art and culture’ museum can organize different cultural programmes, exhibitions and fairs where people can get the opportunity to see own art and culture.

- By ‘imparting professional training’ museum can help needy people.

- Even with limited fund museum can provide scholarship or award in the field of art and culture for poor students who have shown outstanding performance and can also support young and needy artists as well as dying arts.

♦ Beatification Programmes

Museum can take the responsibility of beatification with the replicas of its exhibits in Railway Station, Airport, public sector offices, hotels, shopping centres, schools, local parks, roads approaching to museum etc. For example, the modern City Centre of Kolkata is decorated with the famous Kalighat paintings.
Chapter 5  Marketing of Information Services

© Employees Relations
Maintaining good relations with the employees today are very much essential in Indian museums for following reasons:

1. To maintain a cordial relations, and peaceful environment to create a workable environment, because employees perform all the jobs of a museum as well as deal with visitors, users, target institutions and all associated persons of the museum.

2. They have enormous talent that museum needs to explore and exploit to encourage and for serving visitors.

3. To maintain friendly bonding between museum staff and visitors.

Public Relations department can maintain Employees relations through following means:

1. Publishing Museum House Journal
The department should publish a Museum House Journal in every month stating all the activities perform by employees in the service of visitors. This will no doubt will increase their interest in serving visitors and museum can record their activities for reward.

2. Utilization of Talent of employees
Many museum employees have huge talents in various field, like many of them are good speaker, very friendly with children, good in few artistic works etc. All such talents can be used for visitors’ care, deliberating welcome lecture to group of visitors, taking charge of children and student, giving training etc.

<table>
<thead>
<tr>
<th>Box: 5. 6. Maintaining Public Relations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target Institutions</strong></td>
</tr>
<tr>
<td>- Direct Dialogue</td>
</tr>
<tr>
<td>- Direct Mail</td>
</tr>
<tr>
<td><strong>Museum Visitors and Users</strong></td>
</tr>
<tr>
<td>- Information</td>
</tr>
<tr>
<td>- Kiosk/Reception Counter</td>
</tr>
<tr>
<td>- Visual Instructions</td>
</tr>
<tr>
<td>- Publications</td>
</tr>
<tr>
<td>- Gallery Guide</td>
</tr>
<tr>
<td><strong>Media Relations</strong></td>
</tr>
<tr>
<td>- Media Selection</td>
</tr>
<tr>
<td>- Tools for dealing with media</td>
</tr>
<tr>
<td>- Success to museum</td>
</tr>
<tr>
<td>- Guidelines for dealing with unfavorable report</td>
</tr>
<tr>
<td>- Media Conference</td>
</tr>
<tr>
<td>- Media Visit in Museum</td>
</tr>
<tr>
<td>- One-to-one Conference</td>
</tr>
<tr>
<td><strong>Community Relations</strong></td>
</tr>
<tr>
<td>- Community Development Programmes</td>
</tr>
<tr>
<td>- Beautification Programme</td>
</tr>
<tr>
<td><strong>Employees Relations</strong></td>
</tr>
<tr>
<td>- Publishing Museum House Journal</td>
</tr>
<tr>
<td>- Utilizing Talent of employees</td>
</tr>
</tbody>
</table>
5.5 Marketing of Museum’s Website

A considerable number of museums today have their own website. It is expected that this number will increase exponentially within next five years. Museums should use this super-highway of global communication to market its various information for the use of virtual visitors throughout the globe. Generally, virtual visitors search unknown museum website through the search engine of big portals, whenever they wish. For this, museums need to wait till they find the site. It is, therefore, essential to market its website so that the website address becomes very familiar to common people and users, and information that are given in the website can reach to target virtual visitors or users in time.

Website can be marketed in following ways:

1. Publicity of Website Address
   The address should be printed along with the name and address of the museum wherever it is written, like in letterheads, signboards, envelops, posters, banners, hoarding, in all museum publications, advertisement copy etc.

2. Discounts / offers in the Website
   To make the website popular museum should advertise about the availability of discount coupons on entry ticket or on museum products if it is booked in its website. Like this offers can also be placed in the site.

3. Important information on Website
   Museum should put important information like vacancies, post of advertisement, art purchase date and its pre-requisites etc. in its Website.

4. Availability of Forms in the Website
   Museum should provide all sorts of Form through its Website, like membership form, application form for the advertised posts, competition forms etc.

5. Communication Access through Website
   Museum should give provision of information access through e-mail to the respective section.
Chapter 5  
Marketing of Information Services

5.6. Feedback
For a successful campaign of exhibits, galleries and services, museum needs to evaluate its information marketing so that museum can get successful feedback from its campaign. These can be done through Pre-testing and Post-testing measures:

♦ Pre-testing
There are following methods of Pre-testing:

♦ Prospective visitors’ jury testing
Like consumer jury test in case of any product launching by corporate organisations, museum can go for ‘prospective visitors’ jury’ test before dissemination of any information related to any new event. Disseminating information to a selected group of prospective visitors may do it. Here these visitors will be asked whether after listening this information will they visit museum and avail services or not? Their answers and suggestions will help museum to reconstruct their exhibition and services prior to final launching and inauguration of services and exhibition respectively.

♦ Story Board Test
For informing visitors through multimedia presentations and any Video News Release for electronic media coverage, museum can evaluate its success through ‘Story Board Test’. It can be done by showing the film to few experts and mock-up visitors and asking about their responds. Their satisfaction and acceptance will give indication of the positive feedback.

♦ Perceptual meaning test
It can be done by asking questions to selected viewers after showing the exhibition gallery and asking them whether they have understand the meaning of the exhibitions or not? If they can able to give answer then it can be taken as granted that the exhibition and service will able to convince visitors.
Post-testing

After doing pre-testing among the selected viewers sometimes it may found that the information that are provided to the target group is not attracting visitors. To overcome this chance factor museum should go for Post-testing evaluation during the service and exhibition period. This test help in giving mild shape of the service and rectify the problems in future. This can be done as follows:

♦ Visitors Book
Respective staff of the museum should look everyday about visitors complain and remark in the Visitors’ Book to check any dissatisfaction of visitors and to take feedback of given services.

♦ Visitors Number and Responds
Museum should look after the number of visitors every week and analyze whether there is any increment in number is seen or not. It should also need to analyze the number of visitors in individual gallery or services. It will give the feedback of effective and ineffective services and liking and disliking of visitors in different galleries and services.

♦ Recall and Recognition Test
Museum can run a day survey after some period of giving advertisement or media release on target group to know whether they can remind the advertisement or the news. Within the museum, respective person or guide should always be in touch with visitors and should asked about any exhibit that they are visited some times back or give the description of an exhibit and tell visitors to identify. If the public or visitors can remind the advertisement, news and exhibits then it can understand that the given information has properly marketed to target visitors.
Chapter 5

Marketing of Information Services

Case Study: 14

Indira Gandhi Rastriya Manav Sangrahalya,
Bhopal, Madhya Pradesh

Date of Study: 11.01.2002* Website: www.igrmsbpl@mp.nic.in
Source of Information: Mr. Suji Som, Director

The museum is the Open Air Anthropological Museum, only of its kind in India, spread over 7,97,000 square metre area, on undulating hillock.

Museum’s Mission: The museum is committed to its responsibility for revitalization of indigenous knowledge system and to propagate these among the masses.

Subject Content: There are numerous tribal huts, showing the habitat pattern of different tribes of India. Beside these there are mythological trail of few tribes, Rock art heritage, sacred groves, medicinal trail etc.

Information Dissemination: Guide service is available for group of visitors, school groups, researchers etc. Through constructing the tribal huts, showing habitation, occupation and village patterns the museum is disseminating information about the tribal life, their techniques and craftsmanship to visitors. Museum arranges training programmes, in which respective tribal groups provides training to housewives, school children and interested people on traditional art, crafts making, paintings, ethnic medicines etc. A large number of people participate in this kind of training to learn traditional skills. Films are shown in every Saturday and in few other days of month. Beside these seminars, workshops and temporary exhibitions are regularly arranged in the museum.

Marketing of Information: Museum is well popular in the city and advertised its activity regularly in the local newspapers and banners. Line of Information in maintained in the city to show direction of museum to any new comer. The museum also maintains communication with local schools and colleges.
Chapter 5  
Marketing of Information Services

Museum's Visitors: Large number of people comes to visit this museum. A good number of people participate in different training programmes in the museum. In the year 2000 and 2001 the number of visitors were about 70,000 and 65,000. During exhibition time, and in winter number of visitors increases, whereas it decreases in summer and rains, as it is very much difficult to visit this open air museum in excess heat in summer and in rain.

Museum's Strength: The museum is an autonomous organization under the Department of Culture, Government of India and therefore, is economically independent. They have numerous experts and museum is well connected with the tribal people of remote corners of the country. The respective tribes coming from their original places do repair and maintenance of respective tribal habitat and their objects and also provide training to visitors about their ethnic art.

Forward Planning: Museum is now engaged to establish more tribal habitat to exhibit more tribes of India. It has a plan to establish an exhibition area and an auditorium of its own, so that the museum can serve more to visitors.

Suggestions:
1. Museum should create a databank of tribal details, their ethnic crafts and medicines for the benefit of mankind and to aware people to save the valuable resources.
2. The museum area is so big that it is very much difficult for visitors to locate and see all the exhibits at a time and to communicate with the museum officials to know something. Arrangement of bus service along with Guide is very much required for visitors, so that they can see exhibits comfortably.
3. Museum should draw a Line of Information inside the museum to help visitors in locating the site of exhibits quickly.
Indian Museum, Kolkata

**Date of Study:** 2001-2004  
**Website:** www.igrmsbpl@mp.nic.in

This is the premier museum of this country established in 1814 and has status of National Importance. The museum is a multipurpose museum, exhibits a wide range of objects of number of disciplines. At present one third of the collection of museum is displayed in twenty-four galleries based on twelve disciplines.

**Information Dissemination:** The museum provides information through following modes to visitors and common people:

1. Provides Guide Service to group of visitors and school groups.
2. Labels of the museum assists visitors in understanding the content of the gallery and to know more about exhibits.
3. The museum provides gallery maps to visitors, folders and guidebooks.
4. Television sets and over-head projector are placed within archaeology galleries to inform visitors in details about the every aspect of the exhibits.
5. Library with membership facility is available for interested visitors.
6. Temporary exhibitions, seminars, lectures and workshops are regularly arranged in the museum.
7. The museum invites many travelling exhibitions and gives opportunity to city people to know more about the history, arts and culture of distant states or other countries.
8. The museum celebrates the 'Holi' festival in its eve, every year.
9. The museum sends mobile exhibition to rural areas and also sends mobile conservation unit to serve other museums.
10. The museum organizes in-service courses and assist museum professionals working in different museums.
Marketing of Information: The museum has taken following marketing strategy to inform people about the museum:

1. Give regular classified advertisement in the leading local newspapers.
2. Give small space advertisement during special exhibition, travelling exhibition, celebration of festivals etc. for inviting people.
3. The museum paste posters in other museums and strategic locations to draw attention of people.
4. Information is also provided in local television channels regarding temporary exhibitions.
5. The museum gives good media release during any special occasion.
6. Provide replica of exhibits to decorate public places.
7. Sale number of replicas from its sales counter and other shops in the city.
8. Give invitation cards to special guest, and inform schools, colleges and universities.
9. Website of the museum provides information to virtual visitors.
10. Provide assistance to develop galleries, publishing folders etc. to different museums.

Visitors of the Museum: The museum not only famous in Kolkata but also in India and abroad. As a result large number of people visit the museum every day. The number increases very much during winter and any special occasion. As the museum is in the tourist route large number of national and foreign tourists visit every day in this museum.

Suggestion: Museum should give emphasis on interpretation of huge information, present in copper plates, inscriptions, manuscripts, sculpture etc. for the knowledge of people and should highlight the important exhibits.