

VIDEO SERIES

BY: Julie Thieman | Marketing Intern
& Katie Dietzel | Public Relations Intern

Videos should coincide with the blog

- Add video to the blog to add appeal
- Each category as a series

Video Content to follow the categories of the blog

- History of the Cummer Museum
 - Brief history- do not want to take content from other videos
- Art: Behind the Scenes
 - Interviews with Holly or Docents
 - Focus on a different gallery each month
- Artist Spotlight
 - Highlight different artists during new exhibitions
 - More engaging than just their artist statement
 - Example:
 - Short clips of artist from LIFT telling us about what the exhibit means to them and how they created their works. Include clips from the exhibition and string them together for a series.
- Education
 - Highlight different educational programs currently happening
 - i.e. Camp Cummer
 - Short interview with education representative and video clip of art connections or current program
- Gardens
 - Brief history of each garden
 - Interview someone from grounds keeping or someone who has a special connection with any of the gardens
 - Grounds keeper
 - Docent
 - Donors
 - Etc.

Video Set Up

- Good example from Outings Project:

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- <https://www.youtube.com/watch?v=PhmiEMo-DWw>
- All videos to contain an interview with at least one person
- Voice over while showing different related content
- End each video with a call-to-action
 - “The Cummer Museum of Art and Gardens is a non-profit organization supported by the generosity of our Donors. Help further the mission of the Museum through a charitable donation by clicking the link below.”

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ART SERIES GALLERIES BEHIND THE SCENES: VIDEOS 1-14

- One video per gallery
 - Permanent collections once a month
 - Special Exhibitions as they come up
 - Exceptions to be made if a specific gallery would go well with upcoming blog post
 - i.e. LIFT
 - Artist Spotlight
- Content to follow suite for each video
 - Donor background
 - Possible statement from donor/family
 - Interview with Holly or Docent to expand on art displayed in said gallery
 - Gallery history
 - When was this gallery established
 - How long has this art been in the collection
 - Etc.
 - Video to pan gallery and show interview with Holly/Docent

EDUCATION SERIES: VIDEOS 15-20

- Video for different educational programs
 - VSA
 - Camp Cummer
 - School Tours
 - Art Connection
 - Classes
 - Story Telling Tours
 - Adaptive Art Resources
- Content to follow suit and adjust as needed
 - What is the mission of this specific program?
 - What do we do for students during this program?
 - Interview with education representative
 - Possible testimonial from participant pending permission
 - Video to pan specific program for said video

HISTORY OF THE CUMMER GARDENS: VIDEO 21

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- Original Cummer Family compound stretched south of the Riverside Arts Market to the end of the property for the Women's Club of Jacksonville.
 - Homes of:
 - Clara and Waldo Cummer
 - Arthur and Ninah Cummer
 - Ada and Wellington Cummer
- When the Museum was founded Ninah and Arthur's home was donated to house the Museum.
- The Cummer Gardens also hold the honor of being the only gardens in Florida that have preserved their original layout and planting schemes for over one hundred years, and as such were recognized in 2010 by the National Register of Historic Places.
- Design of the current Gardens were overseen by Ninah Cummer
 - Initial scheme of the Gardens laid out by Ossian Cole Simonds in 1903
 - Thomas Meehan and Sons designed the formal English Gardens in 1910
 - Ellen Biddle Shipman designed the Italian Gardens in 1931
- Sections of Clara & Waldo Cummer's gardens were designed by William Lyman Phillips of the Olmstead Firm
 - Partially destroyed in the 1960s
- Museum built to house Ninah's art collection
 - Highlight specific pieces

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GARDEN SERIES: VIDEO 22-25

- One video per Garden
 - Upper Olmsted Garden
 - Lower Olmsted Garden
 - Italian Garden
 - English Garden
- Content to follow suit
 - History of the garden
 - Interview with grounds-keeper or docent
 - What's currently in bloom in the garden?
 - Are there any future plans for said garden?
 - Any interesting/fun facts about said garden?