

Serving Audiences in New Ways Workshop Resources

The New Jersey Historical Commission and New Jersey Historic Trust presented *Serving Audiences in New Ways* as the second workshop in a series of three devoted to audience on March 24, 2015. Robert Kiihne and Catherine Fukushima explored strategies and techniques to more effectively engage audiences in history. Below are the links to the materials presented at the workshop.

[Kiihne Presentation](#) - *Serving Audiences in New Ways*

[Fukushima Presentation](#) - *Understanding the Barriers to Arts Participation*

[Fukushima Presentation](#) - *A New Framework for Building Participation in the Arts*

[Fukushima Presentation](#) - *Nine Effective Practices for Building Audience for the Arts*

New Resources

Foundations and organizations across the country have been exploring ways to engage audiences in meaningful experiences that keeps them coming for several years. New studies documenting motivations and barriers to cultural participation reveal that socializing, learning and having high quality experiences are among the top reasons consumers participate in cultural experiences. A lack of time, cost and access are the top barriers. Below are the links to some of the most recent studies available on audience behavior in cultural participation.

Stemming from the foundation's Wallace Excellence Awards (WEA) initiative of 2004-2014, the [Wallace Studies in Building Arts Audiences](#) series provides evidence-based knowledge on audience-engagement efforts that can be applied by organizations across the country.

[*The Road to Results: Effective Practices for Building Arts Audiences*](#)

The [National Endowment on the Arts](#) has developed 3 new studies that look at the motivations and barriers to participation and that demonstrate the economic impact of the arts and culture.

[*When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance.*](#)

[*A Decade of Arts Engagement: Findings From the Survey of Public Participation in the Arts, 2002–2012*](#)

[The Arts and Cultural Production Satellite Account \(ACPSA\)](#)

Workshop Speakers

Robert Kiihne is the president of [RKExhibits](#) and the creator of the [Family Learning Project](#) which offers exhibit techniques that lead to enjoyable, informative, and social experiences for intergenerational engagement and learning. The project was launched at the USS Constitution Museum and funded twice by the Institute for Museums and Library Services (IMLS). The project first received an IMLS National Leadership grant in 2004 to explore exhibit techniques that lead to enjoyable, informative, and social experiences for all ages. The project is currently being funded again with an IMLS National Leadership Grant to focus on characteristics and techniques that encourage intergenerational engagement and learning in facilitated programs.

Catherine Fukushima is the founder of [Reinterpret Consulting](#) and has worked with foundations, museums, and cultural and education organizations to develop and implement strategies to increase access to culture and improve organizational effectiveness. Most recently, she was a senior program officer for the Wallace Foundation where she was responsible for advancing the Wallace Excellence Awards, a national initiative devoted to building participation. Previously, Catherine held positions at The Metropolitan Museum of Art, The Brooklyn Museum, and the Museum of American Folk Art. A frequent speaker on nonprofit management, Catherine is an adjunct professor with the George E. Heyman Center for Philanthropy and Fundraising at New York University and taught previously in Seton Hall University's Museum Professions Graduate Program.