



216 Emory Street
Baltimore, MD 21230
www.baberuthmuseum.org
410-727-1539 x 3051
cathy@baberuthmuseum.org

Cathy Zaorski, Marketing & Special Events

Karen Bednarski
Executive Director
International Sports Heritage Association
P.O. Box 2384, Florence, OR 97439

First of all, thank you for the Scholarship Grant to attend the recent conference in Knoxville, TN. I found it very inspiring to meet with peers. It gave me a chance to take a step back and think about how I conduct business, here at the Babe Ruth Birthplace Museum. We get so wrapped up in day to day minutia that it is good to take time to reflect.

I think the initial “take away” from the conference is how technology is effecting the work done by curators/archivists. Museums house great treasure troves of history but if it is not accessible to the masses, how can we bring our past to life? Through digitalizing our collections, we can broaden the reach our museums have and encourage potential visitors. Technology places such a big part of our everyday lives – it is vital to use that technology to make our artifacts relevant in today’s world. And once we digitalize our collection – how do we use it?

Finding out who our audience is and how they want to receive information is key. I spoke with one attendee who asked me how he could “visit” my museum before actually coming to Baltimore? That tells me that we need to be more Internet interactive in attracting visitors. Just posting pictures on Facebook and on our website is not going to bring in more guests. We need to use social media more productively.

As we move forward with the creation of the next Maryland sports museum we need to consider the interactive, augmented reality options that are available. People no longer just want to visit a museum, they want to interact with it. It was interesting to hear from two museum designers about what goes in to getting a museum up and running. I’ve been involved in building projects before but to see it spelled out in timelines was educational.

Doing promotions and marketing of the Museum on a daily basis, I think I am using all the tools I have in my arsenal. The Fast Break Marketing session showed me some things that I was not taking advantage of and inspired me to incorporate data into my sponsorship pitches and interaction with potential donors. It's going to take more time and effort but in the long run the benefit could be worth it!

Thank you again for this opportunity. As someone new to this field of Museums, Curatorial & Archives I learn something all the time. Seeing how passionate peers are about their museum and what it stands for was inspiring. I look forward to learning more from my ISHA colleagues.

With regards,

Cathy Zaorski
Marketing & Special Events Coordinator
Babe Ruth Birthplace Foundation & Museum
216 Emory Street Baltimore, MD 21230
cathyz@baberruthmuseum.org