

Museum Visibility in Media (The Effect of Media Campaign on Museum Activity)

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Abstract – The museum is a cultural institution with an importance in building of a social concept. Except from collecting, valuing, storing and exposing to the public the collections of objects, artwork, natural artefacts and documents, the important task of the museum is to convey the ideas that were stored in them and to create knowledge about such collected artefacts. Still, it is not enough just to work out and set up a good exhibition, to offer it to the public, and to anticipate whether it will inspire public interest in terms of attracting visitors to the museum. The reason of its existence the museum, among other things, reveals by its exhibitions. One of the goals of the exhibition is to attract visitors to the museum for which it is assumed that a ticket must be purchased. With money collected from tickets, the museum is funding the new research, renewed used equipment, make investments in new technologies, etc. To attract the visitors - people who buy tickets, it is necessary to devise a comprehensive promotion and marketing communication strategy, i.e. to create a customized marketing campaign tailored to the needs and possibilities of the culture institution in question, the museum. First of all it is related to the creating and organizing media cooperation i.e., for the creation of a media campaign, in the context of marketing communications and public relations, with a special focus on the possibilities of aligning and integrating them into non - profit organizations, such as museums. The aforementioned includes a program of targeted activities and the necessary resources for the oups of visitors with the goal to order informative and persuasive demands for the purpose of achieving sales and / or communication goals.

Keywords – Museum, Media, Marketing Communication, Visitors.

I. HOW TO COMMUNICATE IN A MARKETING MANNER

Communication (lat. *communicare*, means to generalise), to put it simply, is exchange of information's, ideas and feelings by verbal and non - verbal means, adapted to the social nature of the situation, i.e. the situational context¹. Communication between individuals and particular groups derives from communication needs of participants (Hymes, 1973). In addition, communication is the foundation of success in all private and business relationships. Communication as a transfer of information's, ideas, attitudes or emotions from

¹ The term *situational context* is here used as a label for the social environment of the communication process (that includes subject, activities, participants), the relationship between the participants (the level of formalities, the emotional intensity), and the communication channel (medium). This traditionally understanding of the situational context, sees pre - given framework of the communication act, as some kind of 'pot that contains' certain actions.

from one person or group to another person or group (Bahtijarević - Šiber and Sikavica, 2001, p. 218) represents everyday situations in a human life. As a skill, communication is especially important for marketing experts, because everything they do engage communication, such as communication at the meetings, conversations, phone calls, writing reports, etc. While the social aspect of communication should also not to be neglected, as it connects people to organizations, i.e. an employee fulfils his or her own needs for affiliation, receives emotional support, reduces work - related stress, and so on. This results in the importance of communication because it provides the information's necessary for efficient but effective work (Robbins and Coulter, 2005, p. 256). Marketing experts play several roles: the first, interpersonal role in the sense of co - operation with their superiors, but also their subordinates, colleagues, as well as people outside the organization, represents the other role of decision - making to obtain the information's and use them when deciding and communicating their decisions to the others; and the third, the role of information that requires them to obtain and further distribute them.

Communication permeates all the management activities, tasks, functions, roles and behaviours. Apart from the fact that the organization's functioning and the managers' success are deemed unimaginable without communication, it is important to emphasize that they, in order to contribute to the organization's success, must be efficient and effective. The efficacy communication is such communication that consumes less time and resources (Hunsaker, 2005, p. 62). The effective communication is the way of communication where the information or message received is identical or very similar to the sent message. In contrast, ineffective communications are those that cost more than they bring benefits, and ineffective information's are such that lead to the misunderstanding and confusion in organizations. The effective communication is not always the efficient one (as an example, when less important information is shifted via face - to - face communication and thus consumes a lot of time and energy), and the efficient one does not have to be effective (such as when using an e - mail to send the message quickly and cheaply, but everybody do not equally understand it) (Schermerhorn, 1999, p. 61). For the success of the communication, the key effectiveness is important. In other words, no matter how useful an idea or message is important that is sent, if the recipient does not receive and do not understand such message, the communication cannot be considered successful (Hunsaker, 2005, p. 61).

The basic goal of the communication process is to enable the recipient understanding of it (Morden, 2004, p. 97).

II. MEDIA IN COMMUNICATION PROCESS

The word ‘media’ comes from the Latin word *medius* meaning the middle (Klaić, 1981). More authors have defined the term media^{2,2}. The media are cumulative, what means that today exists all the media that have existed in history and those that have been developed to this day, but in the upgraded and more developed sense of the word. Each medium has its own special language, but to everyone is the common nature of the media, and that is the communication between people when using different technologies. Because of the multitude of media and their development through the history of mankind, the media can be divided into several groups, what depends on the way of receiving and transmitting messages.

Given the way by which messages are transmitted, the media are divided into (Kunczik and Zipfel, 1998):

1. The Spoken Word

Under the phrase, ‘spoken word’ implies living human speech that is understood by human beings with the help of speech and hearing organs. The spoken word also owes a source of the folk literature that originated and developed in the earliest times by oral submission.

2. Press

The press includes newspapers, books, magazines, comics and posters. For the development of the press, as a second group of media, it is credible the development of letters and the invention of the printing machine.

3. Electronic Media

In the electronic media belong film, radio, television and computers. For this group of media, it is characteristic that messages are transmitted electronically. Given the way that person receives messages transmitted by the media; the media can be divided into:

- a) Visual media - the media whose messages we receive using the sense of sight (such as the newspapers, books, magazines, comics, posters, photographs)
- b) Auditory media - the media whose messages we receive using the sense of hearing (radio)
- c) Audiovisual media - the media whose messages are received by the sense of sight and the sense of hearing (such as the film, television or the computer technology).

From the historical point of view, we can make distinction between classical and contemporary media. In the classical (analogue) media belong press, radio, film

and television, but in the modern (digital) media belong the Internet, multimedia, computer games, and digital photography. Today the messages because of the means how they are being transmitted and for the large number of people who receive them, we call them mass media. The domination of the mass media and their development is growing and even more influences and transforms our social life.

Exhibition as a Means of Communicating with the Museum

In the course of the museum activity, the most widely used means of communication is the museum exhibition that poses the main form of communication function of the museum. The main feature of the exhibition as a communication method is to leave to the visitor a decisive role in discovering the message or the idea that we want to promote. The exhibit gives the visitor advisory, at the same time possibility to recognise the exhibition and to understand what is important, namely to recognize an exhibit from the one that was not meant to be and all accompanied by the information’s attached to the exhibited articles. The exhibition is conditioned by cultural needs, interests and purpose (Gob and Drouguet, 2007).

In the UNESCO Guidebook, the Verhaar and Meeter defined exhibitions as a communication that implies a large audience with the aim of transferring information’s, ideas and feelings with the purpose of drawing on to the material evidence of man and its environment through visual and dimensional methods (UNESCO Handbook). Burcaw has defined it as a set of objects of art, historical artefacts, craftsmanship, science or technology or objects found in nature, through which visitors move from one unit to another, in a sequence that is designed to be meaningful for the educational and aesthetic purposes. Herreman thinks that it is a communication medium based on objects and their complementary elements that were presented in this predefined space, which uses special interpretation techniques and learning sequences aimed at transferring and communicating content, values or knowledge.

In the museum context, communication refers to the presentation of research results (gathered from the exhibitions, catalogues, articles and conferences) and includes a set of information’s about the museum subject (permanent exhibitions and related information’s). Looking from the perspective of ICOM's definition of the museum, communication in the museum context represents the sharing of museum objects and information about it that arise on the basis of different scientific research with different audiences included. Until the second half of the 20th century, the main function of the museum was the heritage preservation (of cultural and natural origins) and its public presentation, in the form of an exhibition, without expressing clear intention to communicate with the public. During the last decade of the 20th century, the issue of museums as communicating media has become clearer through thematic exhibitions that were primarily focussed towards education of the visitors and striving to communicate with them. There are

² Also in his dictionary, Anić defines the term ‘media’ as an environment in which something is located, the environment and the way in which it indicates it, as a mean of communication (Anić, 1994). The comment ‘medium’ as defined in the Webster dictionary (1991) and together with others contains these definitions:

- 1) The channel or system of communication, information or entertainment,
- 2) The material or the technical means of artistic expression.

different types of museum communication that exist, and according to Stranski they are presentational, of edition communication and general communication, and each of these communications types relates specifically to museums and their scientific interpretation. It is precisely the presentational communication that is specific to heritage institutions, and is one of the most common forms of communication of them all. It is a special kind of visual communication that uses authentic objects as sources of information's. We expose the objects because of their museality, that is to say the message we convey to them, not just because of them alone. Stranski points out that it is important to find a way for us to express abstract by means of concrete, that is, in order to appearance point to the essence of things (Zbyněk Stránský, 2000, p. 140). Edition communication, unlike presentational communication is timely and spatially limited and it's virtually unrepeatable: this form of communication refers to the distribution of information's that is carried out through the publications. Such editions allow the prolonged duration of information's effects of various museological activities and their distribution in space. This form includes different media that do not have to be, and often are not part of museums such as catalogues, gramophone records, video and audio cassettes, postcards, stickers, holograms and the like. General communication implies a large number of forms of communication that can be applied to the museum activity in general. For example, lectures, concerts in museums, filming and screening of films in museums, organizing events such as the Museum Night and the like (Zbyněk Stránský, 2000, p. 140).

III. INTEGRATED MARKETING COMMUNICATION IN THE MUSEUM MEDIA CAMPAIGN

A museum that wants to be more visible in the public eye must strive for a series of activities, that is, it has to devise a campaign that would best be presented to the public. The campaign is planned, organized and coordinated through a series of promotional activities that involves media and other forms of communication, such as public relations, outdoor advertising, direct communication and publicity. The goal of a campaign is to inform but also selling of a particular product or service, as well as creating an image of a particular brand, product, service or organization, i.e. to create a public image of a good choice. The marketing campaign deals with the exploring, planning, coordinating and controlling the elements of marketing set of activities. It is very important to do a good research and pay attention to the minimum of details to minimize the risks and to make for the campaign to successfully achieve such goals. Integrated marketing communication in campaign marketing includes seven elements of the marketing sphere, so - called '7P' that includes: price, position, promotion, people, physical environment, process and progress, and these elements are interlinked and complemented with the aim of effectively and efficiently transmission of the message to the target segment. The key feature is the necessity to combine

messages and the media in a way to achieve the desired communication effects.

Creative Strategy

One of the elements for the success of a marketing campaign is the creative strategy, respectively the process of designing and making creative message solutions. Its outcome must be an exciting, interesting message that will easily attract attention, but it must contain enough information to let the target audience know what the message is about. The message must not be too informative or too recreational, so it's necessary to find a proper balance between them. 'Creativity of advertising is the capacity of the advertisement to generate fresh, unique ideas that can be used as a solution to the problem. In order to be creative and fit to the goal, the message must be significant to the public; it must offer a solution from the one side, or excitement and satisfaction from the other side' (Belch and Belch, 2004, p. 10). Advertising may have arisen *ad hoc* but is most often created systematically. The advertising plan is a framework for implementing the advertising strategy.

The creative process model consists of five phases (Belch and Belch, 2004, p. 246):

- Research,
- Analysis,
- Incubation,
- Illumination,
- Examination in reality.

By research we gather the necessary material and information's and also accepts the understanding of the problem. The analysis encompasses data review and active reflection. Moving the problem from a conscious to the unconscious state of mind is called the incubation from which the illumination is born, and that represents the birth of the new idea. The idea should be studied to see if it is really good, and then to test it in real situations.

Media Planning Process

Marketing strategy refers to the broadest platform for the advertising and media strategy. The media strategy encompasses four interrelated activities, and those are: choice of target market, setting of media goals, choice of categories and individual media (media mixes) and media costs. From the activities involved in the development of the media plan it is clear that large numbers of decisions are made during the course of the planning process. In case a decision has proven ineffective, corrections should be made immediately to ensure efficiency in the following phases. The first step is the **choice of the target market**, and the following goal is to reach the highest possible number of individuals, - the future visitors. However, here is interest focused on a specific segment of population that represents the target market. Before we approach the media mix planning, we have to decide who the target audience is. The target audience may consist of two different segments.

This is followed by a selection of **media mix** that depends on many characteristics of each individual media, and the goals of the distribution of messages should define where, when and how often your advertising will appear. When choosing a media mix, it is important to pay

attention to how far we can reach, also on the frequency, broadcast continuity, and importance of the advertising. The reach represents the number of people in the target segment that will at least once be exposed to the advertising in a given period of time. Several factors can affect our reach for the media. First of all, the reach depends on the media mix. Numerous media factors have a farfetched reach than only one. Another factor is the diversity of media used. The more diverse the media is the higher are the chances of reaching a larger number of consumers. The reach increases by advertising through different days and different time periods throughout the day. All these aspects need to be aligned with reaching the final target, but not any kind of market. Here, the frequency refers to the number of reaches when the target market members were exposed to the specific media that was included in the media mix plan.

The fundamental question is how many times the message has to be repeated for the audience of the target segment to notice, remember, and react upon it. Continuity of broadcasting represents the time period in which advertising has been broadcasted. Frequency of advertising is important to gain knowledge in the public, but advertising continuity is important if you want to get the communication content remembered. 'There are many general conclusions existing that were drawn from the results of empirical indicators that can serve as a guide to the optimal relationship between reach, frequency and continuity' (Kesić, 2003, pp. 331 - 332). Advertisings are quickly forgotten if the recipients are not permanently exposed to their repetition, and it is required a large number of exposures (repetitions), so the message will be remembered by the larger number of the target market recipients.

As for the number of expositions, Kesić believes that it can be based on the practical rule that at least three exposures should be provided to the recipient to ensure efficiency: first, the message to the recipient induces to what the message actually is; during the second exposure of the message, to the recipient the message induces what to do with it; and only during the third exposure of the message it should encourage the consumer to take action. It is important to emphasize that there are three exposures to the *single* medium, but not to the message itself in any of the media. Since different media are used during the advertising campaign, it is necessary to ensure that the public on the target market is exposed to all or most of the media at least three times. But this rule was adopted several decades ago when the situation on the market, the speed and the ability of communication, and also the media mix were much simpler in their form than it is today. There is a rule that the exposure below three times in the course of four weeks is ineffective, while the exposure of ten times over the same period of time is too large and again – ineffective, because of the high running costs. Thus, the range in which the efficiency can be established was set between three to ten four - weeks exposures, what depends on the product or service, the market, the message, and the consumers to whom the message is intended. When deciding on a media mix, it is

necessary to decide on:

1. Number of exposures.
2. Relative efficiency, and
3. Effects when using multiple media.

The media mix planers have to decide for each selected medium for how much exposure will achieve maximum efficiency. In practice, there are no strictly defined rules by which we will be able to set the optimal exposure to the particular medium. All of this depends on the set goals, the type of exhibition, the market specificity, the competitor and a number of other factors that are pertained to each particular situation. In order to make a good media plan its required prior knowledge and experience, as well as data obtained from own research or the research done by the agencies, involved in such work. Relative efficiency may provide the answer on question whether a single medium will achieve the same goal at a lower cost than the other. This is achieved by putting the cost of advertising in the numerator and in denominator we put data about the size of the target segment. By dividing the advertising cost and the number of readers, viewers, or total number of accesses to a Website, we will obtain the effectiveness of that advertising. However, in practice, performance indicators for different media are not usable. The consumers of different media used them on a different way, and each of the media measures various aspects of public involvement.

For example, for a placard is assumed to be seen by every driver that is driving by, especially if it is a large billboard, but that's not true. Also, for TV it is assumed that the viewer can / must see the advertising if he resides in the room with the TV switched on, for which can also be said that is incorrect. Neither consumer's exposure to the message does not represent the real and the potential value of the media. The ability of the media to attract attention and influence the perception is not directly related to the cost to a thousand recipients of the message. The effect of multiple media suggests that using a larger number of media brings greater benefits when compared to the use of individual media in a marketing campaign. By combining the multiple media we'll achieve much more than a mere sum of individual effects, which is called a synergistic effect. One consumer may be exposed to different parts of the message related to different media, thereby finally completing the necessary information, - of course provided that the messages he receives from different sources are complementary. Therefore, it can be concluded that the use of multiple media is more efficient than using of only one medium, because together with the quality planning and with the combination of media we'll achieve synergistic effects, which itself makes the core of integrated marketing communication.

Budget

Financial planning is an important item of a media campaign. With the budget size we determine the choice and combination of a media mix. If the promotional budget is bigger as well as the free choice of different options, at the same time the advertiser should take the higher risk of choosing media and when creating a concrete media mix. More expensive media require more

resources and are automatically associated with a greater degree of risk. Those who dispose with the smaller funds intended for the promotion must look for a combination of a cheaper media, mostly for the media targeted at the regional markets. Regardless of the size of the promotional means, it is necessary to make a decision what media will be primary and dominant, and which one the secondary. The choice of primary and secondary media is not related to the amount of funds, because the goal of the combination of primary and secondary media is to achieve the synergistic effect.

IV. MASS MEDIA IN A MUSEUM CAMPAIGN

How can mass media help us to promote an exhibition or some other museum activity? 'The mass media are defined as advertising carriers for the mass or target audiences' (Kesić, 2003, pp. 303 -315). In recent time was recorded an increase in the number and the wideness of mass media that marketing communicators can use to convey their message to the target audience. An example of excellent media campaigns museums have shown when they hosted major world exhibitions or when organizing their local events³.

Television

Television represents one of the most powerful mass media tool. When making a decision on using television in a media mix, primarily it's necessary to decide on the broadcast time and the program broadcast area. We are able to discern three broadcast times: the prime – time broadcast, daily broadcast time and marginal time (TV broadcasting with the marginal reception). Advertising during the prime – time is the most expensive, because at that time the program watches majority of the target audience for which most of the advertisers are interested. The price of the primary advertising time is constantly on the rise, so a large number of institutions cannot advertise during the prime - terms. This is the key reason why the museum events are rarely advertised via TV. In the Croatian museum activity, TV advertising is mostly used in the promotion of the manifestation *Museum Night*, or for very important home or foreign exhibitions such as the exhibition of Joan Miró's masterpieces or, for example, the exhibition 'Auguste Rodin - Rodin in Meštrovićeva, Zagreb', and similar events. The benefits of television as a signal carrier are the speed of action, adding sound and visual effects to the advertising content, isolation of the advertising space, a certain impression of reality, dynamics of images, intimate and pleasant atmosphere

³ Museum of Contemporary Art has a strong affiliation to the media campaigns for most of its activities, for example, for the occasion of the Bauhaus Exhibition; Museum of Arts and Crafts in Zagreb has organized a media promotion of Herman Bolle exhibition; Art Pavilion – for the Miro and Rodin exhibitions; Klovićevi Dvori Gallery - Exhibition of works by Picasso; Krapina Neanderthal Museum, Krapina, often used media campaigns to inform the public about, e.g. the anniversary of the museum or the coveted prize that museum has received; Museum of Peasant Revolt, G. Stubica, Vukovar Municipal Museum, etc.

when receiving messages. It's also possible to distinguish the main drawbacks, such as public exposure to the messages which is relatively short; the cost of advertising through the main, national TV stations is exceptionally high, and we have to count with the increasing decline of television viewers.

Radio

Advertisers who are interested in using radio as a media, before they actually include radio into the media mix; they want to get the information's about capabilities and the bandwidth of the advertisement that was broadcasted. The most important wanted information's are the number of radio stations, the bandwidth of the network, the specificity of the radio program, the number of listeners and, of course, the costs of radio advertising. The concept of the radio programme is created about the reputation of the chosen radio station. The radio station's reputation is created around the program scheme that the radio station airs. This means that the advertiser, depending on the specificity of the market segment and the product or service, will choose a radio station that will fit into the desired image of the product, service or the marketing campaign category. Number of listeners, their features as well as the geographic location is extremely important factors for the advertiser to count with. When selecting a radio station of the particular importance is the broadcasted program and the audience coverage. Because of the greater number of radio stations and the narrower specialties of their program, the radio enables you a wider choice of target audience that we want to reach with the advertising. As benefits of radio advertising we can point out the human voice that heard over radio mediates directly, warmly and frankly, and allows messages to accentuate them with the music and sound effects. Radio can also benefit from the exceptionally high speed of reporting to the wide circle of audience, and as a media is cheaper than others. As a disadvantage of radio advertising, it's possible to point out one – time advertisement, so the advertisings have to be repeated frequently, but at the same time we cannot ensure the full attention of the recipients of the message.

Newspapers

Historically viewed, newspapers have been the leader among the mass advertising media. National newspapers have an extreme significance for advertising all products and services that are nationally distributed, and local newspapers for the locally distributed products or services. According to Kesić (2003, p. 312), the basic division of the newspapers is on daily papers (morning and evening), Sunday, weekly papers, shopping guides, and specialized newspapers. Newspapers as a mass media also have certain advantages and disadvantages. Despite the slump in sales of newspapers and their ever smaller scope, however some of the advantages can be highlighted, such as the large spatial and timely flexibility, the mass coverage and the greater number of readers per single copy. But there are also shortcomings that can be distinguished by quick obsolescence of information's, the quick reading speed, and at some newspapers, printing in one colour. Given the speed of living, daily newspapers

are read in a hurry, meaning they only last one day. With such big drawback, it can be added that the time for reading advertisements in the newspapers is pretty short.

Magazines (Journals)

Prior to the existence of television and radio, national magazines represented the central mass media hub. With the appearance of television, then we have witnessed a change in the public's habit of experiencing their leisure time. This phenomenon has initiated the change and the appearance of specialized magazines aimed at the narrower segments of the public. Some of the areas of journal specialization are: family, fashion, news, adventure, hobby, sports, science, tourism, business, finance, agriculture and the like. As benefits of the magazine it's possible to accentuate high degree of selectivity, reading at rest, using of high quality printing techniques, magazine reputation and longer life span can be highlighted. Disadvantages represent frequent time inadequacy, costs, overcrowding, and non - directional segmentation of the printing material.

Internet

Along with multimedia, the Internet also offers interactivity, which traditional mass media do not possess. 'The Internet, apart from interactivity when using the Web pages, discussion groups, or forums, e - mails, allows the user not only to receive information's, but to produce them and make them available to certain audiences.'⁴ Over time, the Internet will take over a substantial part of the current functions of traditional mass and other communication media. The major difference between the Internet and the traditional mass media is that Internet is a media that attracts, but the traditional media are those that 'push' information to the consumers. When surfing the Internet, the user discovers and gets the information's needed while the traditional media brought information's to the consumer. Internet comprehends many features of the mass media, but is characterized by a high degree of individualization what is visible through the possibility that the Internet, in addition to satisfying the generic needs, can meet the specific needs of each user⁵. The advantage of the Internet is that it has highly distinguished multimedia role that can take on any form of the traditional media, but it's also characterised with the interactivity that traditional media does not possess. Internet as a form of communication bi - directional meta - media over time will overtake or complete a substantial part of the present functions of the traditional mass media, and other communication media. Social networks has become even more important due to their massive use and the ability to provide both positive and negative information's, thereby creating and channelling the public's interest to the given information. In modern communication, growing popularity is established with the *e-mail newsletters*, electronic publications rich in content and attractive in appearance

that deal with a specific topic. Their advantage is that they can be sent to a specific, targeted audience, and the disadvantage is that the advertising or information's cannot be seen by those who do not visit Websites or rarely use the Internet. In Croatia, The Museum of Contemporary Art is one of only a few museums which uses this way of communication for the purpose of informing the public of its programs.

V. CONCLUSIONS

The evolution of marketing and the spread of its application to all subsystems of social systems have led to a great application of marketing in all areas of social activities, including in cultural, art and museum activities. Museums communicate with their environment on many different ways, and they use different sources, - communication channels to reach to the final recipients. In order to better present the museum in public, media strategies are considered within the context of marketing communications and public relations, with particular reference to the possibility of their alignment and integration, in the course of conditions in which museums operate as non - profit organizations. Although there are specialties in cultural institutions, communication tools can be reduced to six basic, common elements: advertising, personal sales, public relations, promotion of placement, direct marketing and introducing of the new media. When it comes to the museum and the possibilities of its promotion, it is commonly said that the museum is even ahead when compared to the other institutions; museum can promote itself in countless ways. The exhibition can be promoted using internal and external models, whereby by the interior of the museum is considered what the museum makes from inside.

The internal setup could offer exhibitions, booklets, posters, publications, windows, and outdoor setups consist of what it represents in other places (newspaper and radio advertising, electronic media advertising). It is possible to use different spatial advertising models such as billboards, *jumbo* posters, public transport advertising and the like. Museums need media. Therefore, the media campaign in museum activities represents an important step when planning, organizing and coordinating the implementation of promotional activities. The most famous media campaign in Croatian museum activities is related to the museum event called *Museum Night*. Such powerful museum media campaigns in the full sense of the word are activities organized for the promotion of large and extremely important exhibitions such as exhibition of Herman Bolle, or visiting exhibitions that comprises the works by Picasso, Miró or Rodin. But little by little an ever rising numbers of the museum, the large, national museums, as well as smaller, local museums include in their work the media and organize media campaigns to make the general public acquainted with its activities - primarily by exhibition activity, but also with some new discoveries, promotions of catalogue, by folk, gastronomic or historical events, etc. The media campaigns are very valuable and desirable to the museums in order to attract

⁴ <http://www.mediaresearch.cro.net/clanak.aspx>(information retrieved on August 18, 2016)

⁵ <http://futura.hr/2007/04/28/revolucija-medija/> (information retrieved on August 18, 2016)

as many visitors as possible, because in the end, museums exist for the sake of the visitors.

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