

*Jade Shabes & Co.* 

Heather Scott – Co-Accountant Executive

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Elisha Dorsey – Director of Research

Eddie Stubbs – Director of Communications

Ja’Vonni Partlow—Director of Planning

**Presents a campaign for:**

**The Museum of Modern Art**

## Letter of Transmittal

Dear Museum of Modern Art,

Jade Shabes & Co. is submitting the attached plan for the Museum of Modern Art campaign. Our plan is to help the Museum of Modern Art obtain more exposure to its various scholarship funds and its pure desire to further expand education. The plan for this campaign is for the Museum of Modern Art to host an event, i.e. an art exhibit, that will bring the public out to see the quality of art from professional and amateur artists. The public will also learn about the Museum of Modern Art's scholarship and educational programs.

Jade Shabes & Co. is looking forward to presenting this plan in person with the Museum of Modern Art. Jade Shabes & Co. will contact the Museum of Modern Art to arrange a meeting to discuss the plan. Finally, Jade Shabes & Co. would like to thank the Museum of Modern Art for the opportunity to submit this plan.

Sincerely,

Jade Shabes & Co.

Heather Scott  
(Co-Account Executive)

Arielle Bounas  
(Co-Account Executive)

Eddie Stubbs  
(Director of Communications)

Elisha Dorsey  
(Director of Research)

Ja'Vonni Partlow  
(Director of Planning)

## **Description of Agency**

Jade Shabes & Co. is a company that prides itself on successfully launching and initiating campaigns for our clientele. Our mission at Jade Shabes & Co. is to provide our clientele with public relations professionals who will go above and beyond their duty to assure their client has a successful outcome. Jade Shabes & Co. passionately abides by the PRSA Code of Ethics. As stated in the PRSA Code of Ethics, Jade Shabes & Co. believes in providing advocacy, honesty, expertise, independence, loyalty, and fairness to each of our clients.

Our team at Jade Shabes & Co. consists of five members who are experts in their individual fields, and who will put their best work into creating and implementing a campaign. Co-Account Executive leaders Arielle Bounas and Heather Scott have exceptional leadership skills. Both leaders work in tangent with each other as well as with the rest of their team to assure the campaign is conducted in the best, organized and creative way. Elisha Dorsey, the Director of Research and Promotions, is very skilled in obtaining information needed to help propel the campaign forward, or to inform the company what can or cannot be done when a problem arises. Eddie Stubbs, the Director of Communications is very savvy with our clientele. Mr. Stubbs will make sure our client's organization is associated with all popular and public forms of communication, i.e. social media, newspapers, magazines, radio and television. Ja'Vonni Partlow, the Director of Planning, brings an important aspect to our campaigns. Ms. Partlow will come up with ideas for our events and any paraphernalia associated with the events. Her creativity is a huge factor in our campaigns, as our events are key bringing more exposure to our client's organization. At Jade Shabes & Co. our company strives to provide our clientele with the very best public relations professions who will go above and beyond their duty to assure of client has a successful outcome from our campaign.

## Executive Summary

Also an adjunct to the plan, this is a summary of the proposed campaign that covers several key points. Here is a suggested format: first we state here what you believe the problem to be. Soon after, we establish what your ultimate goal is. Once the goal is established we develop a list of targeted audiences (1) primary audience, (2) secondary (intervening) audience(s), and (3) tertiary (special) audience(s). Then we address the audience objectives: what you expect the primary audience to do, what you expect the intervening audience(s) to do, and what you expect the special audience(s) to do. After the objectives are clarified, state your major strategy here listing the key tactics that you will use in your campaign. Afterwards, compose a recommended budget where the total anticipated income and sources are stated, anticipated expenses, and the anticipated net profit or loss. After the event, construct evaluation plans where you state how you expect to evaluate (and expect to know) whether or not you've achieved each of your campaign and audience objectives.

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## Situation Analysis

## Mission Statement

Since the Museum of Modern Art's founding in 1929, the museum has been diligently dedicated to fulfill its goal of becoming the leading museum of modern art in the world.

With the help of trustees and staff the museum manifests this goal by establishing and preserving collections of the "highest order that reflects the vitality, complexity and unfolding patterns of modern and contemporary art; by presenting exhibitions and educational programs of unparalleled significance; by sustaining a library, archives, and conservation laboratory that are recognized as international centers of research; and by supporting scholarship and publications of preeminent intellectual merit."<sup>1</sup>

In order to achieve these goals the museum engulfs the notion of exploring the ideals and interest generated by up and coming artist in the modern and contemporary persuasion. The Museum of Modern Art encourage new artist to transcend the boundaries of national art. in order for this to come to pass it is imperative that the museums staff be open to "periodically reevaluate itself, responding to new ideas and initiatives with insight, imagination, and intelligence. The process of reevaluation is mandated by the Museum's tradition, which encourages openness and a willingness to evolve and change."<sup>2</sup>

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<sup>1</sup> Retrieved from <http://www.moma.org/about/> on March 9, 2011.

<sup>2</sup> Retrieved from <http://www.moma.org/about/> on March 9, 2011.

## History

The Museum of Modern Art was the artistic “brain child” of three influential patrons of the arts: Mrs. Cornelius J. Sullivan, Miss Lillie P. Bliss and Mrs. John D. Rockefeller Jr. These three patrons believed that it was important to create a place that would encompass the modern art vibe and provide a place to showcase modern art designs exclusively. In order to establish a place that was dedicated to making people aware of the joys that comes along with understanding and enjoying the visual arts, the trio enlisted the help of the Museum of Modern Arts’ founding Director, Alfred H. Barr Jr. in 1929.

Over the course of the museum’s first ten years it was forced to move three times into larger accommodations due to the overwhelmingly enthusiastic interest from the public. In 1939 The Museum of Modern Art found a permanent home in midtown Manhattan. At this time the first Director, Alfred H. Barr submitted a conceptual plan that included a multi-departmental structure that would encase departments devoted to “Architecture and Design, Film and Video, and Photography, in addition to Painting and Sculpture, Drawings, and Prints and Illustrated Books”<sup>3</sup>. Under the constant supervision of the Architect Philip Johnson in the 1950’s and 1960’s the Museum expanded. The museum also doubled in size once again in 1984 under the careful supervision of Cesar Pelli where he improved visitor facilities and gallery space.

Over the years the Museum of Modern Art has collected one of the most wide-ranging and diverse collections of modern art. The collection has expanded far beyond its initial eight prints and one drawing to include “150,000 paintings, sculptures, drawings, prints, photographs, architectural models and drawings, and design objects. MoMA also owns approximately 22,000

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<sup>3</sup> Retrieved from <http://www.moma.org/about/history> on March 9, 2011

films and four million film stills, and MoMA's Library and Archives, the premier research facilities of their kind in the world, hold over 300,000 books, artist books, and periodicals, and extensive individual files on more than 70,000 artists.”<sup>4</sup>

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<sup>4</sup> Retrieved from <http://www.moma.org/about/history> on March 9, 2011

## Internal Factors

### Programs and Events

The Museum of Modern Art has programs occurring almost daily. The Museum of Modern Art provide programs for kids and families, teens, adults, community organizations, school groups, educators, and visitors with disabilities are made possible at low or no cost to the general public through the generosity of their donors.

Throughout the years the museum maintains a rotating schedule of their in house collections, as well as their new and incoming art work. These collections include “modern and contemporary art exhibitions addressing a wide range of subject matter, mediums, and time periods, highlighting significant recent developments in the visual arts and new interpretations of major artists and art historical movements.”<sup>5</sup> There are also “Ongoing programs of classic and contemporary films range from retrospectives and historical surveys to introductions of the work of independent and experimental film- and video makers.”<sup>6</sup> Visitors to the museum buy replications of some of the museum’s collections.

Aside from being a center for art, The Museum of Modern Art is also an advocate for education. The Museum of Modern art offers programs that allow visitors to become more aware about the growing worlds of modern and contemporary art. In order to achieve this awareness the museum offers “lectures, and symposia, the Museum offers special activities for parents, teachers, families, students, preschoolers, bilingual visitors, and people with special needs. The Museum's Library and Archives contain the leading concentration of research material on modern art in the world, and each of the curatorial departments maintains a study center

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<sup>5</sup> Retrieved from <http://www.moma.org/about/history> on March 9, 2011

<sup>6</sup> Retrieved from <http://www.moma.org/about/history> on March 9, 2011

available to students, scholars and researchers.”<sup>7</sup> In addition, the Museum has one of the most active publishing programs of any art museum and has published more than 1,200 editions appearing in twenty languages.

## **Public**

The Museum of Modern Art’s publics include, but are not limited to the residents of the New York tri-state area, tourists, high school, college students, and citizens of the United States and international countries.

The Museum of Modern Art constantly communicates with its publics. Artists with collections at the museum come to the University to showcase their work and give speeches. Students in the Interactive Design classes at Quinnipiac have also done projects based on exhibits at the museum. Campus media (i.e. The Quinnipiac Chronicle, WQAQ, etc.) has covered such events.

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<sup>7</sup> Retrieved from <http://www.moma.org/about/history> on March 9, 2011

## **External Factors**

### **Radio Station**

The affiliate of the Museum of Modern, PS1, has a radio station that is affiliated with the museum. Beginning January 1, 2009, the longtime P.S.1 Web radio station, Art Radio WPS1.org, has been discontinued. However, the staff and the mission continue at a new Web site and Internet address. The station will operate independently under the new name AIR, Art International Radio. Many of the hosts and producers will continue, and thousands of hours of programs of art talk, music, and historic audio and many new programs will soon be available.

The radio station itself is an international online radio station that is appropriately named “Art on the Air” and they cover different topics in the Art world during their scheduled broadcasting times. Art on the Air’s mission has been to be one of the leading international radio stations that provide a source for music, audio art, cultural dialogue and new media innovations while providing a nurturing environment for new and upcoming artists both locally and abroad.

Source: <http://ps1.org/news/view/38>

### **Television**

Museum of Modern Art’s influence has also reached into television and other visual learning aids. They have participated and sponsored a number of annual film festivals. Museum of Modern Art specializes in fostering an environment where young filmmakers can showcase their work without worrying about harsh criticism and negativity. They also offer classes that teach young filmmakers how to write and edit their own works. In addition to providing these educational opportunities to the general public, Museum of Modern Art also keeps a film library

that was established in 1935 to showcase the many developments that have come about over the years that have affected the film industry. The works showcased in this library have been gathered from all over the world and can be accessed through Museum of Modern Art's database.

Source: <http://www.moma.org/about/>

### **Social Media**

The Museum of Modern Art has taken advantage of the many social sites that have compiled within the last few years. Modern of Modern Art can be found on Twitter, Facebook, and YouTube. In addition to these sites, they have also created their own social website named Red Studio which can be accessed through their personal website.

Source: <http://www.moma.org/about/>

## Secondary Research

Our team at Jade Shabes & Co. conducted a comprehensive analysis of media coverage for the Museum of Modern Art. Key words used in the search were the organization's name, education and teens. Our investigation yielded 20 newspaper/magazine articles and press releases during a period from December 2003 to May 2011. The Museum of Modern Art website has a press release archive dating from 1929-1997, (Appendix A).

The results of our secondary analysis show that media coverage is pertinent to our campaign. From the many articles, press releases, and advertisements we analyzed, we conclude that the Museum of Museum Art was always portrayed in a positive light. The media, in particular *The New York Times*, which has an entire section of their paper dedicated to the Arts, is very supportive of teen youth participating in artistic expression. Overall, Museum of Modern Art is a main fixture in the cultural media. This is because the museum's mission statement and values are similar to and easily identifiable to those of the majority of the general public specifically in the greater New York tri-state area as well as across the United States.

### **MoMA Tower Opponents Target Quinn in TV Ads**

This article discussed the Museum of Modern Art's dispute with the surrounding community in which it resides. Many of the residences were opposed to Museum of Modern Art's expansion project because the building they were going to be erecting would be the highest building in the area. It would be the center of focus and would block the view of many residents. In order to please the residents in the community, the Museum of Modern Art decided to redesign their building. The new design will call for the building to be built 200ft shorter than initially intended. The Museum of Modern Art and its designers are continuing to work to make

sure the needs of the museum and the local residents are all met.

### **Indie Films from a Land Short on Independence**

The Museum of Modern Art is committed to making sure that filmmakers, worldwide, have a voice and an audience to show their films to. This article is about one of the new films that will be shown in this year's annual film festival sponsored by the Museum of Modern Art. This film hails from China and tackles a controversial topic that is still taboo in China to this day. The filmmakers focused on issues such as poverty, pollution, injustices, rapid urbanization and the individual's struggle for autonomy gives many of them a subversive, questioning quality that alarms those in power and closes off the channels of official support and money. This film was created to bring these controversial issues into the light and have the Chinese government see where they have fallen short. This film was not allowed to be viewed in China as of yet, but thanks to the Museum of Modern Art it will be shown in the United States and other countries abroad.

### **MoMA PS1's Young Architects Program Announces Winner**

The Young Architects Program allows students to become involved with nonprofit organizations that offer material and man power to build projects that the children come up with. This year's Young Architects winner was Interboro Partners. The design called for the use of benches and a volleyball nets and large mirrors that will be the complements of a local dance studio.

### **Grope dopes inside MoMA**

This article is about how a Museum of Modern Art exhibit that uses nude models. Some of their models have been complaining about being poked, prodded and groped while they are on

display. Luckily the models are handling the situation with pose and grace. They have beefed up their security and have devised way for their models to signal security when they are being inappropriately touched.

### **Museum of Modern Art Film Stills Archive Closes**

The article discusses the Museum of Modern Art's closing of its Film Stills Archive in New York. The relocation of the archive went to the Museum's Celeste Bartos Film Preservation Center. The plan the museum had was to digitalize the collection for access purposes.

### **Students Creating 'Masterpieces'**

Students in the IDD200 (Interactive Design) borrowed an idea from an exhibit at the Museum of Modern Art in New York City. Linda Lindroth, an assistant professor in IDD, had her class pick a commonplace object and create a presentation in honor of the chosen object. The Museum of Modern Art exhibit called 'Humble Masterpiece' contains ad-like art for regular objects. Lindroth got permission from the museum to use their idea for her class. The museum provided her with a list of the objects in the exhibit as a suggestion of topics for the students.

### **Top 10 Activities for Those Not Hitting the Beaches**

The article mentions the Tim Burton Exhibit at the Museum of Modern Art. The exhibit is interesting, whether you are a fan of Burton's work or not. The lines were long, and for a good reason. The exhibit had everything from sketches to clay character prototypes, and even parts of Burton's sets.

**The Museum Of Modern Art and the University of Technology, Jamaica to Present  
Symposium on Caribbean Modernist Architecture**

The Museum of Modern Art's International Program and Department of Architecture and Design are collaborating with the School of Architecture at the University of Technology, Jamaica, to present a symposium on the subject of Caribbean Modernist Architecture. The symposium will hold moderated talks by practicing architects, architectural historians, and curators from thirteen countries who will discuss issues involving modernist architecture in the region. Topics to be addressed include regional and international legacies, preservation, environmental sustainability, and urban planning. The symposium aims to encourage scholarly, curatorial, and broader educational awareness of modernist architecture in the Caribbean and to assess the lessons for contemporary practice from this architectural heritage.

**MoMA's Fall 2006 Season of Adult and Academic Programs Explore Wide Variety of  
Topics Related to Modern and Contemporary Art in Tours, Lectures, and Courses**

The Museum of Modern Art's fall adult and academic programs explore the visual and intellectual complexity of modern and contemporary art through programs that are accessible to audiences of various levels and backgrounds. A variety of educational formats use the Museum of Modern Art's collection and special exhibitions as a point of focus. Participants gain insight through firsthand observations and discussions with distinguished experts, artists, writers, and the Museum of Modern Art curators and educators.

**THE MUSEUM OF MODERN ART TO OPEN THE LEWIS B. AND DOROTHY  
CULLMAN EDUCATION AND RESEARCH BUILDING ON NOVEMBER 28**

Museum of Modern Art, remaining true to its original purpose, had the intentions of building and education center that would serve as a vital link between the Museum and its diverse and expanding audiences (Museum of Modern Art, 2006). Within the new Education and Research Building there thrives three study centers for Architecture and Design, Painting and Sculpture, and Film and Media. A variety of these programs and buildings are intended to strengthen Adult and Academic Programs, School and Family Programs, Community Access Programs, and educational resources (Museum of Modern Art, 2006). The Cullman Building will significantly enhance the Museum's capacity to offer an array of dynamic programs and resources for visitors of all ages (Museum of Modern Art, 2006).

### **MoMA Launches Online Courses Starting in October**

In order to further expand its audience, the Museum of Modern Art now offers online courses targeted for adults. It is made clear in this press release that there is a strong emphasis placed on easy accessibility. The two courses being offered are Modern Art, 1880–1945, which invites students to discover the fascinating world of modern art, from its origins in Post-Impressionism to the beginnings of the New York School; and Materials and Techniques of Postwar Abstract Painting which allows students to experience postwar abstract painting from an artist's point of view through hands-on examination of the materials and techniques of the period (Donica, 2010).

### **MoMA: Teens**

The Department of Education is a vital link between the Museum of Modern Art and its diverse public. Offerings for kids and families, teens, adults, community organizations, school groups, educators, and visitors with disabilities are made possible at low or no cost to the general

public through the generosity of our donors. For teens, Museum of Modern Art offers several educational options. The Museum of Modern Art offers free classes, programs, and features an online virtual tour of teen art work. These classes aid teens in creating art, curating exhibits, and designing multimedia resources for other teens. Also, the Museum of Modern Art offers free teen nights where teens can create art with friends and discuss modern and contemporary.

### **MoMA DEBUTS FREE iPad APP IN CONJUNCTION WITH THE EXHIBITION ABSTRACT EXPRESSIONIST NEW YORK**

A new iPad application permits perspective visitors to indulge their love for art prior to certain exhibits. This is application an informative and entertaining resource for use before or after a visit to the exhibition, or as a stand-alone guide to Abstract Expressionism through the lens of the Museum of Modern Art's collection (Fitzpatrick & Mitchell, 2010). However, this app can be adjusted to fit the needs for the education program that the Museum of Modern Art prides itself in. Beyond the Museum of Modern Art applications for Apple products, Museum of Modern Art continues to offer several other interactive options, including the free Museum of Modern Art iPhone App, free museum-wide WiFi access, the Museum of Modern Art Channel on iTunes (including tours, podcasts, videos, e- books and more), and the interactive kiosks positioned throughout the Museum (Fitzpatrick & Mitchell, 2010).

### **THE MUSEUM OF MODERN ART'S FIRST FILM BENEFIT RAISES \$948,000 FOR THE MUSEUM'S COLLECTION OF FILM**

The Film Benefit gala at The Museum of Modern Art, which honored the award-winning work of director, producer, and screenwriter Baz Luhrmann, raised \$948,000 for the Museum's collection of film. Hugh Jackman served as Honorary Chair of the event; co-chairs were: Jay

Fielden, editor of Men's Vogue; Antoine Arnault, Director of Communications at Louis Vuitton; Marie-Josée Kravis, President of the Museum's Board of Trustees; and Jerry I. Speyer, Chairman of the Museum's Board of Trustees. (2008, Nov. 11)

## **MoMA WILL STAY OPEN LATE ONE MONDAY PER MONTH BEGINNING IN DECEMBER**

The Museum of Modern Art will remain open until 8:45 p.m. on selected Monday's beginning on December 8. The extended hours give visitors the chance to view special exhibitions such as Van Gogh and the Colors of the Night, Joan Miró: Painting and Anti-Painting 1927-1937, and Pipilotti Rist: Pour Your Body Out. The Museum's renowned collection of modern and contemporary art will also be open. The evenings will include entertainment and a cash bar. (2008, Nov. 17)

## **THE MUSEUM OF MODERN ART ANNOUNCES SELECTION OF DANNY MEYER'S UNION SQUARE HOSPITALITY GROUP FOR CREATION AND MANAGEMENT OF DINING FACILITIES IN RENOVATED AND EXPANDED MUSEUM**

The Museum of Modern Art announced the selection of Danny Meyer's Union Square Hospitality Group (USHG) to collaborate with the Museum on the creation, planning, construction, and operation of the dining facilities in the renovated and expanded Museum of Modern Art, due to reopen to the public in winter 2004/05. It will include popular New York City restaurants such as Union Square Cafe, Gramercy Tavern, Eleven Madison Park, Tabla, and Blue Smoke, as well as Jazz Standard. The dining facilities will include a fine dining restaurant on the first floor with windows onto the restored Abby Aldrich Rockefeller Sculpture Garden, and visitor cafes on the second and fifth floors. USHG will also provide catering for many of the

Museum's special events, as well as food service for Museum of Modern Art staff. (2003, Dec. 4)

### **RECENT ACQUISITIONS IN MANY MEDIUMS GO ON VIEW IN MAY AND JUNE**

The Museum of Modern Art highlighted new acquisitions in all areas of its collection, which are included in special exhibitions and displayed in the collection galleries. The special installations and exhibitions demonstrate the dynamic and constantly evolving nature of the Museum of Modern Art collection. (2006, May 15)

### **FREE MoMA HIGH SCHOOL FILM PROGRAM ALLOWS STUDENTS TO EXPLORE THE LIVES OF TEENS FROM AROUND THE WORLD**

The Museum of Modern Art announced its free spring high school program, Friday Night at the Movies, beginning on April 13 and continuing through June 1, 2007. This program focuses on films about teenagers from around the world and deals with issues such as conflict, identity, and growing up. Students will have the opportunity to view and discuss these films with their peers and with Museum of Modern Art curators and educators. (2007, Mar. 19)

### **ON LINE EXPLORES THE TRANSFORMATION OF DRAWING THROUGHOUT THE TWENTIETH AND TWENTY-FIRST CENTURIES**

The Museum of Modern Art announced its new exhibition, On Line: Drawing Through the Twentieth Century. It will be on view at from November 21, 2010, through February 7, 2011. The exhibition aims to challenge the conventional definition of drawing as a work on paper by exploring the radical transformation of the medium throughout the last century. This was a period when numerous artists critically examined the traditional concepts of drawing and

expanded its definition in relation to gesture and form. The exhibition is an accumulation of over 300 works from multitudes of artists from over 20 nations. The museum seeks to interrelate drawing to selections of painting, sculpture, photography, film, and dance.” (2010, Nov. 16)

### **MoMA’s ANNUAL PHOTOGRAPHY SERIES HIGHLIGHTS FOUR CONTEMPORARY ARTISTS WITH NEW PHOTOGRAPHY 2010**

The Museum of Modern Art announced its annual showcase of significant recent work in contemporary photography, with the 2010 edition marking the 25th anniversary of the series. It is titled: *New Photography*. This exhibition is on view from September 29, 2010, through January 10, 2011, and highlights the work of Roe Ethridge, Elad Lassry, Alex Prager, and Amanda Ross-Ho. All of the featured artists engage photography as a medium with correlations between editorial work, film, and art. Their pictures—shot in the real world, posed in the studio, or culled from pop culture and the movie industry—constantly shift contexts, often circulating from the magazine page to the wall. (2010, Sept. 16)

### **THE MUSEUM OF MODERN ART INSTALLS DINH Q. LÊ’S THE FARMERS AND THE HELICOPTERS AS PART OF ITS PROJECTS SERIES**

The Museum of Modern Art presents *Projects 93: Dinh Q. Lê*, the installation of Dinh Q. Lê’s (Vietnamese American, b. 1968) recently acquired work *The Farmers and The Helicopters* (2006), on view June 30, 2010, through January 24, 2011. The first Vietnamese artist to have a solo exhibition at MoMA, Lê creates work that frequently refers to the Vietnam War—known as the American War in his native country—and presents both sides of the conflict, informed by his own personal history. The installation comprises a three-channel video and a helicopter that was constructed by hand from scrap parts by two Vietnamese men: Le Van Danh, a farmer, and Tran Quoc Hai, a self-taught mechanic. (2010, June 22)

## **EXHIBITION OF PICASSO'S THEMES AND VARIATIONS OFFERS UNIQUE VIEW INTO ARTIST'S CREATIVE PROCESS**

The Museum of Modern Art presents Picasso: Themes and Variations. This is an exhibition exploring Pablo Picasso's creative process through the medium of printmaking. The exhibition will view from March 28 to August 30, 2010. It features approximately 100 works from the Museum's superlative collection of the artist's prints and is organized by Deborah Wye. This exhibition looks at Picasso's engagement with printmaking over the course of his long career, the ways it fostered his creativity by encouraging a thematic approach to his subjects and by allowing for constant experimentation. (2010, March 16)

## **Uncontrolled Media**

### **TIM BURTON RETROSPECTIVE BRINGS TOGETHER HUNDREDS OF ARTWORKS AND FILM-RELATED OBJECTS TO TRACE THE TRAJECTORY OF BURTON'S CREATIVE IMAGINATION**

The Museum of Modern Art presents Tim Burton, a major retrospective exploring the full scale of Tim Burton's career, both as a director and concept artist for live-action and animated films, and as an artist, illustrator, photographer, and writer. The exhibition has over 700 examples of sketchbooks, concept art, drawings, paintings, photographs, and more. It's the museum's most comprehensive monographic exhibition devoted to a filmmaker, (2009, Nov. 19).

### **INTERBORO PARTNERS SELECTED AS WINNER OF THE 2011 YOUNG ARCHITECTS PROGRAM AT MoMA PS1 IN NEW YORK**

The Museum of Modern Art, PS1, and the National Museum of XXI Century Arts of Rome announce Interboro Partners of Brooklyn, NY, as the winner of the 12th annual Young Architects Program in New York, and STARTT, of Rome, as the winner of the first annual YAP\_MAXXI Young Architects Program in Rome. Now in its 12th edition, the Young Architects Program at Museum of Modern Art and Museum of Modern Art PS1 has been committed to offering emerging architectural talent the opportunity to design and present innovative projects. (2011, Feb. 16)

### **THE MUSEUM OF MODERN ART AND P.S.1 SELECT WORK ARCHITECTURE COMPANY AS WINNER OF NINTH ANNUAL YOUNG ARCHITECTS PROGRAM**

The Museum of Modern Art and P.S.1 Contemporary Art Center announced the winner of the ninth annual Museum of Modern Art/P.S.1 Young Architects Program: WORK

Architecture Company from New York. The purpose of the program is to provide emerging young talent in architecture with the chance to prepare and present architectural solutions for a specific site. Five finalists were selected by a closed nomination process were asked to present an urban landscape for the large entrance courtyard of P.S.1, with the allotted project budget of \$70,000. Essential to the design were elements of shade, water, seating, and bar areas. (2008, Feb. 7)

## Primary Research

We at Jade Shabes & Co. conducted a survey at Quinnipiac University. The survey included questions pertaining to the Museum of Modern Art's involvement with the campus community. For example, respondents were asked "how do you prefer to receive information about campus events." The majority of respondents preferred to learn about events via e-mail or Facebook. Respondents also revealed that free food would be the best incentive to get them to participate; 82 percent said free food would persuade them to make an appearance. In addition, the data from our survey showed that 89 percent of respondents knew of the Museum of Modern Art and 39 percent have made multiple visits to the institution. A slight majority understands that the Museum of Modern Art acts as an educational institution, however respondents were unaware of the Museum of Modern Art scholarship funding. Also, the majority of the Quinnipiac student population was unaware that the Museum of Modern Art offers classes in order to further the understanding of visual art. In conclusion, an even 50/50 was produced when the population was asked, are you aware that Museum of Modern Art showcases emerging artists in numerous exhibit.

## SWOT Analysis

## **Strengths**

Because of the Museum of Modern Art's long history, a sense of community has developed between the museum and the community at large. The Museum of Modern Art positively affects people's lives in the greater tri-state area of New York through its many programs and scholarships. The Museum of Modern Art has a dedicated group of supporters who would be willing to help the museum achieve their many goals. It is this positive relationship that allows the museum to grow and prosper. We believe that the strong relationship that the Museum of Modern Art has with its constituents can continue to grow. Through this growth we also believe that the museum will be able to further expand its artistic endeavors for years to come.

## **Weaknesses**

Our team found that the Museum of Modern Art does not have any major weaknesses at this time. We can only suggest that the Museum of Modern Art continue to foster the relationships with their various constituents that they have come to rely on. In addition, the Museum of Modern Art could form relationships with alternative publics that are uninformed about its various educational programs. It is especially important that this suggestion is upheld because as a public forum, reputation is the key that will allow Museum of Modern Art to measure how successful an organization it can become.

## **Opportunities**

The Museum of Modern Art's greatest opportunity is to publicize their charity work and scholarship opportunities. We believe that knowledge of the organization was to take these two programs could positively impact the museum's reputation. We believe that the Museum of

Modern Art can show that it cares by appealing to scholars and other stakeholders through various media channels. Efficiently utilizing these various media channels we could be able to maintain relationships with to the residents of the New York tri-state area, tourists, and students and reach out to new audiences. These audiences would include but not limit to perspective college students and their parents.

### **Threats**

At the present time, the Museum of Modern Art does not have any significant threats. People feel safe when they travel within the Museum of Modern Art's domain of excellence and do not feel threatened when the Museum of Modern Art presents them with new ideas. As long as the Museum of Modern Art continues to create a positive sphere of knowledge that capsules their public, no other competitor will be able to sway their following of supporters.

**Goal:**

The goal of Jade Shabes & Co. is to maintain the Museum of Modern Art's educational programs and endeavors with its diverse public.

**Objectives:**

Objective 1: To increase awareness of the museum's scholarships to the residents of the New York tri-state area, tourists, and high school and college students by 35% by August 15th.

Objective 2: To raise publics' interest by August 30th in the visual arts classes sponsored by the Museum of Modern Art by 40%.

Objective 3: To monitor the behavior of the publics' reaction by 45% to the emerging artists' exhibitions from January 27, 2011-January 27, 2012.

Objective 4: To expand the programs and criteria of the Museum of Modern Art to the residents of the New York tri-state area, tourists, and high school and college students by 50% by August 30<sup>th</sup>.

## Strategies

**Action Strategies:**

In order to promote the Museum of Modern Art, Jade Shabes & Co., has organized an event for the Museum of Modern Art to be co-sponsored with the Anime club, Quinnipiac Film Society, Quinnipiac University Interactive Design Organization, and the Photography club. The objective for this event is to expose the Quinnipiac and the residential Hamden communities to the Museum of Modern Art and its educational programs through an art exhibit by showcasing student and professional artwork. This event is called, “An Ode to MoMA: An Art Exhibit”.

**Communication Strategies:**

Jade Shabes & Co. intends on utilizing eye-catching flyers and social networking/media websites in order to obtain the information of the Museum of Modern Art’s audience, which is the Quinnipiac University student population. Jade Shabes & Co. intend on reaching out to our audience through, not only Facebook, but through wearable advertisement, t-shirts, pens, and smocks as seen in the section titled Communication Samples.

**Event:**

**“An Ode to MoMA: An Art Exhibit”**

On February 17, 2012 in the Law Library at Quinnipiac University, public relations firm Jade Shabes & Co. will organize an art exhibit for the Museum of Modern Art. This event is designed to expose the Quinnipiac and the residential Hamden communities to the Museum of Modern Art and its educational programs by showcasing student and professional artwork. Students and artists alike will showcase all visual art, film, and photography. Jade Shabes & Co. suggests the Museum of Modern Art co-sponsor this event with the Anime club, Quinnipiac Film Society, Quinnipiac University Interactive Design Organization, and the Photography club. The event is open to the Quinnipiac University community as well as the residential Hamden, Connecticut community. Below is an outline of the process of planning this event.

**Six months before the event:**

Book the event in Quinnipiac University's Law Library. Afterwards, call and confirm all artists (painters, photographers, sketch artists, and graffiti artists) and to come to the event and showcase their work.

**Three months before the event:**

Contact Chartwells catering for an estimate. Have a meeting with everyone involved in the production of the event and inform them of their tasks and duties. Go over back up strategies should something go awry or not as planned. The strategies should involve what to do in case of technical or sound issues, decorations falling apart, running out of food or not having enough food, and an artist(s) not showing up or cancelling at the last minute.

**Two months before the event:**

Set up special Facebook and Twitter pages informing the public about the event. Start buying materials for the event. Materials, such as swags will be hung on the ceilings, while balloons will be placed by all entrances and windows. All materials will be color coordinated in black and white.

**One month before the event:**

Send out emails and place flyers about the even around the Quinnipiac campus and the Hamden area. Confirm the catering menu.

**One week before the event:**

Begin set up for the event. Perform a test run of how the event will proceed. Confirm volunteers from the student organizations that the Museum of Modern Art will co-sponsor with for the event.

**One day before the event:**

Make sure decorations and other essentials are set up properly. Perform another test run of how the event will proceed.

**Day of the event:**

Arrive a few hours before the event starts to give the place a glance and to make sure everything is in shape and ready to go. Make welcome and goodbye speeches to the crowd. Mingle and greet all who attend the event. Remind all who attend the event to fill out the evaluation cards before they leave.

## Budget

<b>Materials</b>	<b>Quantity</b>	<b>Price</b>	<b>Total</b>
Tables	2	\$0.00	
Table Cloths	4	\$2.00	
Catering		\$750.00	
Flyers	116	\$83.89	
Evaluation Cards	80 (Sheets)	\$150.00	
Projectors	2	\$0.00	
Easels	4	\$0.00	
Stools	40	\$0.00	
Sound equipment (Microphone and Speaker system)	8	\$0.00	
Pens	500	\$350.00	
T-shirts	100	\$1,500.00	
Smocks	75	\$11.90	
Balloons	20	\$2.99	
Swags	5	\$150.00	
<b>Guests</b>			
Watercolor artist	1	\$1,000.00	
Graffiti artist	1	\$700.00	
Sketch artist	1	\$950.00	
<b>Budget:</b>			<b>\$5,650.78</b>

**Evaluation Plans**

In order to evaluate the event, Jade Shabes & Co. provided evaluation cards to all guests who attended the event. On the card were six questions to help evaluate the success or failure of the event. The first question was: What was the name of the event you attended? This question was placed on the evaluation card to see if the guests remembered the name of the event they attended. The second question was: Using a scale of 1 to 5, with 1 indicating well above your expectations and 5 well below your expectations, please rate each of the following: the materials provided, the speakers, the media used by the speakers, the facility, and the food. This question will be measured on the basis of décor, use of technology, location, and food. The third question was: Did you stay for the entire length of the event? This question will determine that if one guests stayed longer than the other, than the event was more or less a success (a margin of error will be added if guests had to leave the event early for personal reasons). The fourth question was: In what ways do you think the content of the event could have been improved? This question measures in what ways could the event have been improved? The fifth question was: Would you recommend this event to other people? If guests enjoyed the event, they will recommend this event to others, leaving the possibility for a second event to occur. The sixth question was: Using a scale of 1 to 10, where 1 is very poor and 10 is excellent, how would you rate the overall event? This final question measures if the guest enjoyed the event in its entirety. Based on these questions, the Museum of Modern Art can determine if they should proceed with this type of event in the future.

## Communication Samples





*An Ode to MoMA*

*An Art Exhibit*

*February 17, 2012*

*Sponsored by:  
Jane Shabes & CO.  
Quinnipiac University  
Museum of Modern Art*












Jade Shabes & Co. 

Presents

# An Ode to MoMA An Art Exhibit

February 17, 2012

Art, food, and fun! Join Us at Quinnipiac  
University for this super fun family  
friendly event!

CONTACT: Ja'Vonni Partlow

Cell phone: 555-555-5555

Email: [jpartlow@janeshabes.com](mailto:jpartlow@janeshabes.com)

## **An Ode to MoMA: An Art Exhibit**

For immediate release only:

On the evening of February 17, 2012, in The Law Library of Quinnipiac University, 80 members of the Quinnipiac University community and the Hamden-area community joined together to host the event “An Ode to MoMA: An Art Exhibit.”

Organized by Jade Shabes & Co, the event was a social mixer that displayed art from Quinnipiac University students as well as featured artists from the Museum of Modern Art. A showcase of visual art, film, and photography were followed by speeches from the Museum of Modern Art artists regarding their individual artwork, as well as their work with the museum.

Free shirts, smocks, and pens reading “I am Art” were offered at the event encouraging people to embrace their inner artist.

The success of the event was also contributed by several student-run organizations: the Anime club, Quinnipiac Film Society, Quinnipiac University Interactive Design Organization, and the Photography club.

“It was nice to see all types of artist uniting and displaying their works. No matter what form of art, and no matter what age, art brings people together. It makes me happy.” said Elisha Dorsey, Director of Research for Jade Shabes & Co.

###

## Appendix A

## **Board of Directors**

### **Officers and Board of Trustees**

**Honorary Chairman:** David Rockefeller

**Honorary Chairman:** Ronald S. Lauder

**Chairman Emeritus:** Robert B. Menschel

**President Emerita:** Agnes Gund

**President Emeritus:** Donald B. Marron

**Chairman:** Jerry I. Speyer

**President:** Marie-Josée Kravis

**Vice Chairmen:** Sid R. Bass, Leon D. Black, Mimi Haas, Richard E. Salomon

**Director:** Glenn D. Lowry

**Treasurer:** Richard E. Salomon

**Assistant Treasurer:** James Gara

**Secretary:** Patty Lipshutz

**Life Trustees:** Celeste Bartos, Eli Broad, Thomas S. Carroll, Douglas Cramer, Gianluigi Gabetti, Barbara Jakobson, Werner H. Kramarsky, June Noble Larkin, Robert B. Menschel, Peter G. Peterson, Gifford Phillips, David Rockefeller, Joanne M. Stern, Jeanne C. Thayer, Joan Tisch

### **Ex-Officio**

**Director:** Glenn D. Lowry

**Chairman of the Board of MoMA P.S. 1:** Agnes Gund

**Mayor of the City of New York:** Michael R. Bloomberg

**Mayor's Designee:** Susan K. Freedman

**Comptroller of the City of New York:** John C. Liu

**Comptroller's Designee:** Chung Seto

**Speaker of the Council of the City of New York:** Christine C. Quinn

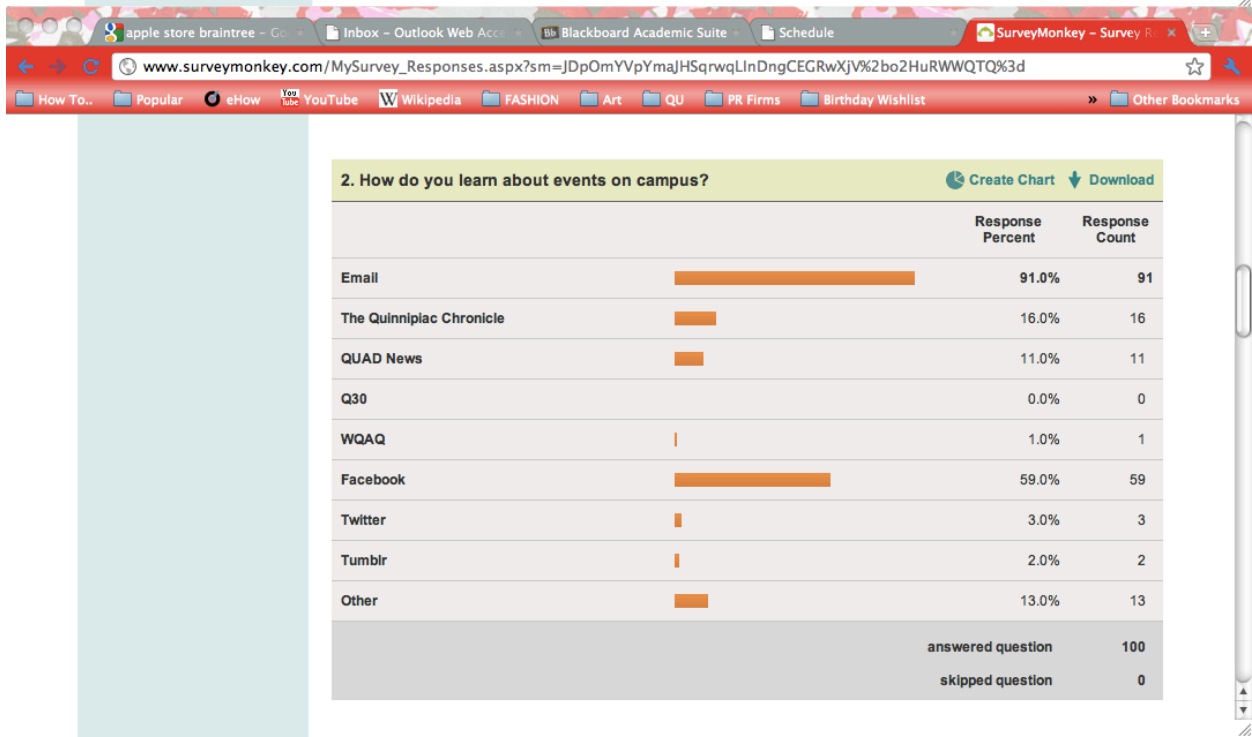
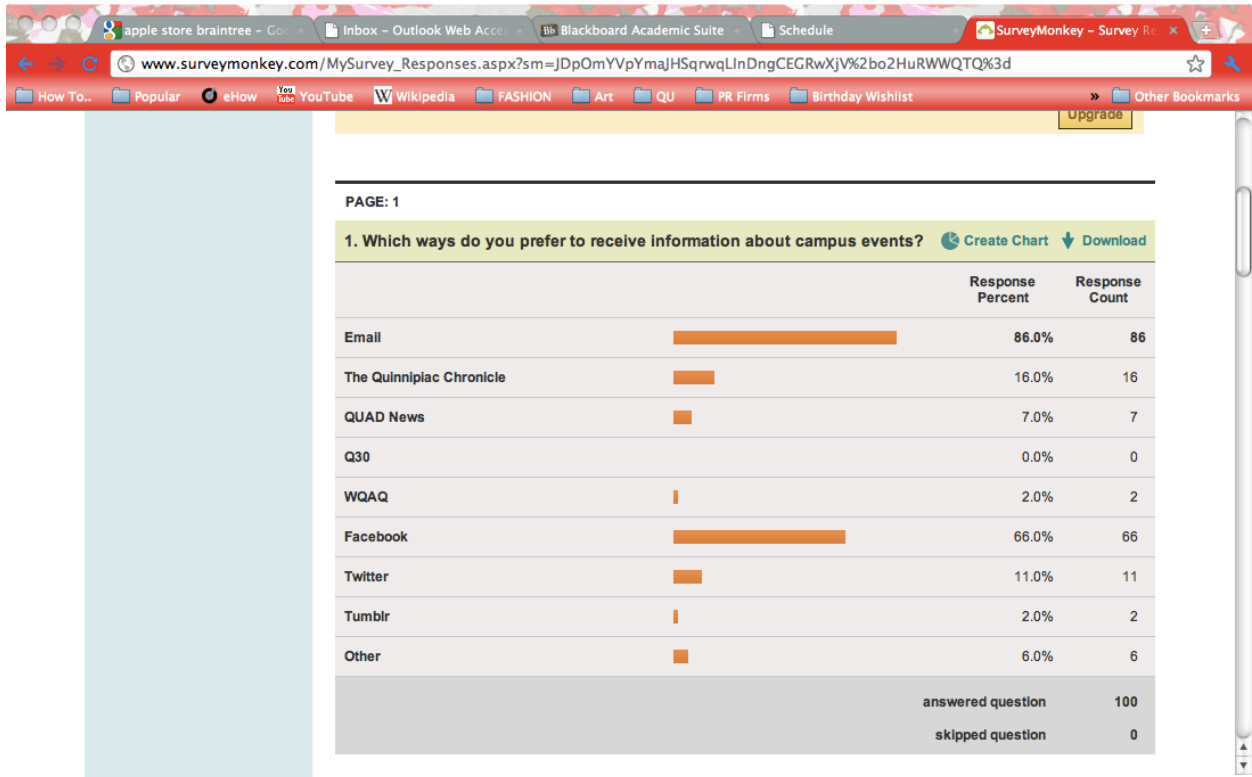
**Speaker's Designee:** Barbaralee Diamonstein-Spielvogel

**President of the International Council:** Sharon Percy Rockefeller

**Co-Chairperson of the Contemporary Arts Council:** Franny Heller Zorn, William S. Susman

**Honorary Trustees:** Lin Arison, Mrs. Jan Cowles, Lewis B. Cullman, H.R.H. Duke Franz of Bavaria, Maurice R. Greenberg, Wynton Marsalis, Richard E. Oldenburg, Mrs. Milton Petrie, Lord Rogers of Riverside, Ted Sann, Gilbert Silverman, Yoshio Taniguchi, David Teiger, Eugene V. Thaw

## Appendix B



apple store braintree - Co... Inbox - Outlook Web Acc... Blackboard Academic Suite Schedule SurveyMonkey - Survey R...

www.surveymonkey.com/MySurvey\_Responses.aspx?sm=JDpOmYVpYmajHSqrwqLlnDngCEGRwXjV%2bo2HuRWWQTQ%3d

How To... Popular eHow YouTube Wikipedia FASHION Art QU PR Firms Birthday Wishlist Other Bookmarks

### 3. What would encourage you to attend a campus event? Download

	Response Count
	100

[Hide Responses](#)

Responses (100) Text Analysis My Categories (0)

**GOLD FEATURE:** Text Analysis allows you to view frequently used words and phrases, categorize responses and turn open-ended text into data you can really use. To use Text Analysis, upgrade to a GOLD or PLATINUM plan. [Learn More](#) [Upgrade »](#)

Showing 100 text responses No responses selected

Free stuff 4/6/11 9:56PM <a href="#">View Responses</a>
If a lot of people knew about it and went 4/5/11 4:42AM <a href="#">View Responses</a>
If it was on a Friday night (not a movie) around 9 because then it gives you time to go to that event and then hang out with friends later. 4/4/11 1:32PM <a href="#">View Responses</a>
If more of my friends were going to that event. 4/4/11 1:04PM <a href="#">View Responses</a>
Extra publicity 4/4/11 10:15AM <a href="#">View Responses</a>
free food, free shirts 4/4/11 8:34AM <a href="#">View Responses</a>

answered question	100
skipped question	0

apple store braintree - Co... Inbox - Outlook Web Acc... Blackboard Academic Suite Schedule SurveyMonkey - Survey R...

www.surveymonkey.com/MySurvey\_Responses.aspx?sm=JDpOmYVpYmajHSqrwqLlnDngCEGRwXjV%2bo2HuRWWQTQ%3d

How To... Popular eHow YouTube Wikipedia FASHION Art QU PR Firms Birthday Wishlist Other Bookmarks

### 4. In the past year, how many times have you visited a museum? Download

	Response Count
	100

[Hide Responses](#)

Responses (100) Text Analysis My Categories (0)

**GOLD FEATURE:** Text Analysis allows you to view frequently used words and phrases, categorize responses and turn open-ended text into data you can really use. To use Text Analysis, upgrade to a GOLD or PLATINUM plan. [Learn More](#) [Upgrade »](#)

Showing 100 text responses No responses selected

3 times 4/6/11 9:56PM <a href="#">View Responses</a>
0 4/5/11 4:42AM <a href="#">View Responses</a>
3 4/4/11 1:32PM <a href="#">View Responses</a>
0 4/4/11 1:04PM <a href="#">View Responses</a>
1 4/4/11 10:15AM <a href="#">View Responses</a>
one 4/4/11 8:34AM <a href="#">View Responses</a>
2

answered question	100
skipped question	0

### Question 3

Free stuff

4/6/11 9:56PM [View Responses](#)

if a lot of people knew about it and went

4/5/11 4:42AM [View Responses](#)

If it was on a Friday night (not a movie) around 9 because then it gives you time to go to that event and then hang out with friends later.

4/4/11 1:32PM [View Responses](#)

If more of my friends were going to that event.

4/4/11 1:04PM [View Responses](#)

Extra publicity

4/4/11 10:15AM [View Responses](#)

free food, free shirts

4/4/11 8:34AM [View Responses](#)

Free things

4/4/11 8:27AM [View Responses](#)

Sporting events?

4/4/11 7:18AM [View Responses](#)

Prizes

4/4/11 6:41AM [View Responses](#)

if my friends were going

4/4/11 6:30AM [View Responses](#)

interesting and fun events

4/4/11 6:17AM [View Responses](#)

free stuff

4/4/11 6:14AM [View Responses](#)

free food

4/4/11 6:13AM [View Responses](#)

team-oriented things

4/4/11 6:13AM [View Responses](#)

Prizes

4/4/11 5:39AM [View Responses](#)

knowing they are going on

4/4/11 5:39AM [View Responses](#)

attendance and food

4/4/11 5:28AM [View Responses](#)

Free food and giveaways

4/4/11 5:23AM [View Responses](#)

Free Food

4/4/11 5:19AM [View Responses](#)

learning something but it's still fun

4/4/11 5:10AM [View Responses](#)

if it was something I was interested in or appealing to me

4/4/11 5:06AM [View Responses](#)

Free food

4/4/11 5:05AM [View Responses](#)

free stuff!

4/4/11 5:00AM [View Responses](#)

Food

4/4/11 4:41AM [View Responses](#)

free stuff

4/4/11 4:40AM [View Responses](#)

Free stuff

4/4/11 4:39AM [View Responses](#)

Free Shirts or Food

4/4/11 4:30AM [View Responses](#)

free stuff

4/4/11 4:26AM [View Responses](#)

sooner notice and more information about them

4/4/11 4:19AM [View Responses](#)

hot girlzzzzz

4/4/11 4:13AM [View Responses](#)

music, free stuff frends

4/4/11 4:04AM [View Responses](#)

Food, raffel, games

4/4/11 3:51AM [View Responses](#)

free food

4/4/11 3:35AM [View Responses](#)

Free Stuff

4/4/11 3:31AM [View Responses](#)

Food

4/4/11 3:20AM [View Responses](#)

free stuff

4/4/11 3:20AM [View Responses](#)

free food

4/4/11 3:14AM [View Responses](#)

Free Stuff

4/4/11 3:13AM [View Responses](#)

Facebook

4/4/11 3:13AM [View Responses](#)

The amount of people going, what exactly it is, and how it is promoted

4/4/11 3:12AM [View Responses](#)

free stuff

4/4/11 3:09AM [View Responses](#)

if it interested me

4/4/11 3:06AM [View Responses](#)

Free food, not just chips or candy.

4/4/11 3:05AM [View Responses](#)

I just have to be interested

4/4/11 3:04AM [View Responses](#)

Free food and other fun activities

4/4/11 3:02AM [View Responses](#)

FREE FOOD!!!!

4/4/11 2:58AM [View Responses](#)

Subject being of interest to me, and at a convenient time

4/4/11 2:55AM [View Responses](#)

More interesting events

4/4/11 2:55AM [View Responses](#)

free things

4/4/11 2:54AM [View Responses](#)

Free food

4/4/11 2:52AM [View Responses](#)

If there is a lot of people talking about it

4/4/11 2:29AM [View Responses](#)

free stuff

4/4/11 2:08AM [View Responses](#)

if my friends did it

4/4/11 2:07AM [View Responses](#)

If the event is interesting

4/4/11 12:36AM [View Responses](#)

Free food / actually cool events

4/3/11 12:01AM [View Responses](#)

Food

4/2/11 12:00AM [View Responses](#)

free food

4/2/11 8:38AM [View Responses](#)

free food

4/2/11 7:06AM [View Responses](#)

food

4/2/11 6:46AM [View Responses](#)

free stuff

4/2/11 6:26AM [View Responses](#)

Friends

4/2/11 6:06AM [View Responses](#)

food

4/2/11 6:00AM [View Responses](#)

Free giveaways

4/2/11 5:56AM [View Responses](#)

Free

4/2/11 5:09AM [View Responses](#)

more of them were held in yorkhill

4/2/11 4:52AM [View Responses](#)

food/fun things/friends

4/2/11 4:34AM [View Responses](#)

free food or clothes

4/2/11 4:03AM [View Responses](#)

friends

4/2/11 4:01AM [View Responses](#)

Not being on a Friday or Saturday night

4/2/11 3:57AM [View Responses](#)

Fliers, free memorabilia

4/2/11 3:49AM [View Responses](#)

Free food

4/2/11 3:47AM [View Responses](#)

prizes

4/2/11 3:15AM [View Responses](#)

food, lots of food

4/2/11 3:08AM [View Responses](#)

the event has to be promoted well

4/2/11 2:50AM [View Responses](#)

If it's free

4/2/11 2:42AM [View Responses](#)

Free QUINNIPIAC bookstore stuff such as gift cards

4/2/11 2:36AM [View Responses](#)

Free stuff

4/2/11 2:25AM [View Responses](#)

Parties, free food

4/2/11 2:17AM [View Responses](#)

Maybe if it sounds fun

4/2/11 1:57AM [View Responses](#)

A better vibe at the events amongst the students.

4/2/11 1:57AM [View Responses](#)

Giveaways, Free anything or something exciting

4/2/11 1:07AM [View Responses](#)

Food, entertainment, free things

4/2/11 12:39AM [View Responses](#)

free stuff

4/2/11 12:38AM [View Responses](#)

fun things

4/2/11 12:33AM [View Responses](#)

An event that looks like something that would be fun

4/2/11 12:29AM [View Responses](#)

Free Food

4/2/11 12:14AM [View Responses](#)

Food, music

4/2/11 12:13AM [View Responses](#)

Food

4/2/11 12:12AM [View Responses](#)

Free Food

4/2/11 12:06AM [View Responses](#)

I guess free things, like shirts and QU spirit decorations.

4/2/11 12:04AM [View Responses](#)

Make it free

4/2/11 12:03AM [View Responses](#)

food

4/2/11 12:03AM [View Responses](#)

Free Food, Clothing

4/2/11 12:00AM [View Responses](#)

getting to know ahead of time

4/1/11 11:58PM [View Responses](#)

Booze.

3/31/11 11:06AM [View Responses](#)

If it was fun.

3/31/11 11:06AM [View Responses](#)

Time

3/31/11 3:09AM [View Responses](#)

food and entertainment and a good cause

3/31/11 2:55AM [View Responses](#)

entertaining, lots of people going

3/31/11 2:40AM [View Responses](#)

free food

3/31/11 2:28AM [View Responses](#)

Question 4

3 times

4/6/11 9:56PM [View Responses](#)

0

4/5/11 4:42AM [View Responses](#)

3

4/4/11 1:32PM [View Responses](#)

0

4/4/11 1:04PM [View Responses](#)

1

4/4/11 10:15AM [View Responses](#)

one

4/4/11 8:34AM [View Responses](#)

2

4/4/11 8:27AM [View Responses](#)

Twice

4/4/11 7:18AM [View Responses](#)

1

4/4/11 6:41AM [View Responses](#)

15

4/4/11 6:30AM [View Responses](#)

7

4/4/11 6:17AM [View Responses](#)

1

4/4/11 6:14AM [View Responses](#)

3

4/4/11 6:13AM [View Responses](#)

7

4/4/11 6:13AM [View Responses](#)

0

4/4/11 5:39AM [View Responses](#)

1

4/4/11 5:39AM [View Responses](#)

once

4/4/11 5:28AM [View Responses](#)

16

4/4/11 5:23AM [View Responses](#)

Once

4/4/11 5:19AM [View Responses](#)

once

4/4/11 5:10AM [View Responses](#)

zero

4/4/11 5:06AM [View Responses](#)

None

4/4/11 5:05AM [View Responses](#)

0

4/4/11 5:00AM [View Responses](#)

once

4/4/11 4:41AM [View Responses](#)

2

4/4/11 4:40AM [View Responses](#)

1

4/4/11 4:39AM [View Responses](#)

5

4/4/11 4:30AM [View Responses](#)

4

4/4/11 4:26AM [View Responses](#)

1

4/4/11 4:19AM [View Responses](#)

i saw my grandma last week

4/4/11 4:13AM [View Responses](#)

well im in ireland/europe...so by the end of may probs a ton >:)

4/4/11 4:04AM [View Responses](#)

0

4/4/11 3:51AM [View Responses](#)

7

4/4/11 3:35AM [View Responses](#)

1

4/4/11 3:31AM [View Responses](#)

1

4/4/11 3:20AM [View Responses](#)

3

4/4/11 3:20AM [View Responses](#)

2

4/4/11 3:14AM [View Responses](#)

0

4/4/11 3:13AM [View Responses](#)

0

4/4/11 3:13AM [View Responses](#)

1

4/4/11 3:12AM [View Responses](#)

1

4/4/11 3:09AM [View Responses](#)

once

4/4/11 3:06AM [View Responses](#)

2

4/4/11 3:05AM [View Responses](#)

two times

4/4/11 3:04AM [View Responses](#)

2

4/4/11 3:02AM [View Responses](#)

none

4/4/11 2:58AM [View Responses](#)

0

4/4/11 2:55AM [View Responses](#)

3

4/4/11 2:55AM [View Responses](#)

3

4/4/11 2:54AM [View Responses](#)

none

4/4/11 2:52AM [View Responses](#)

10-20

4/4/11 2:29AM [View Responses](#)

2

4/4/11 2:08AM [View Responses](#)

zero

4/4/11 2:07AM [View Responses](#)

1

4/4/11 12:36AM [View Responses](#)

4

4/3/11 12:01AM [View Responses](#)

Once

4/2/11 12:00AM [View Responses](#)

zero

4/2/11 8:38AM [View Responses](#)

3

4/2/11 7:06AM [View Responses](#)

3

4/2/11 6:46AM [View Responses](#)

0

4/2/11 6:26AM [View Responses](#)

three

4/2/11 6:06AM [View Responses](#)

once

4/2/11 6:00AM [View Responses](#)

0

4/2/11 5:56AM [View Responses](#)

none

4/2/11 5:09AM [View Responses](#)

0

4/2/11 4:52AM [View Responses](#)

0

4/2/11 4:34AM [View Responses](#)

none

4/2/11 4:03AM [View Responses](#)

0

4/2/11 4:01AM [View Responses](#)

0

4/2/11 3:57AM [View Responses](#)

once

4/2/11 3:49AM [View Responses](#)

Three

4/2/11 3:47AM [View Responses](#)

0

4/2/11 3:15AM [View Responses](#)

0

4/2/11 3:08AM [View Responses](#)

none

4/2/11 2:50AM [View Responses](#)

3

4/2/11 2:42AM [View Responses](#)

2

4/2/11 2:36AM [View Responses](#)

twice

4/2/11 2:25AM [View Responses](#)

1

4/2/11 2:17AM [View Responses](#)

Once

4/2/11 1:57AM [View Responses](#)

2

4/2/11 1:57AM [View Responses](#)

0

4/2/11 1:07AM [View Responses](#)

0

4/2/11 12:39AM [View Responses](#)

1

4/2/11 12:38AM [View Responses](#)

0

4/2/11 12:33AM [View Responses](#)

1 time

4/2/11 12:29AM [View Responses](#)

Once

4/2/11 12:14AM [View Responses](#)

1

4/2/11 12:13AM [View Responses](#)

Twice

4/2/11 12:12AM [View Responses](#)

2

4/2/11 12:06AM [View Responses](#)

Once or twice.

4/2/11 12:04AM [View Responses](#)

0

4/2/11 12:03AM [View Responses](#)

1

4/2/11 12:03AM [View Responses](#)

0

4/2/11 12:00AM [View Responses](#)

4

4/1/11 11:58PM [View Responses](#)

One

3/31/11 11:06AM [View Responses](#)

Five

3/31/11 11:06AM [View Responses](#)

2 times

3/31/11 3:09AM [View Responses](#)

its been years since i have been to one

3/31/11 2:55AM [View Responses](#)

1

3/31/11 2:40AM [View Responses](#)

0

3/31/11 2:28AM [View Responses](#)

