

MURNEY NEWS

MONTHLY NEWSLETTER



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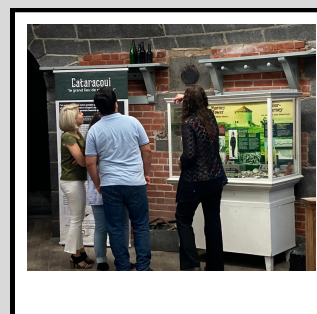
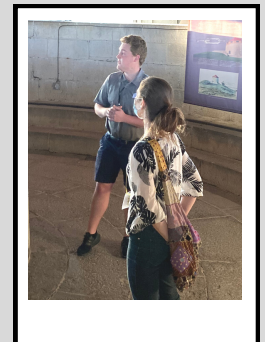
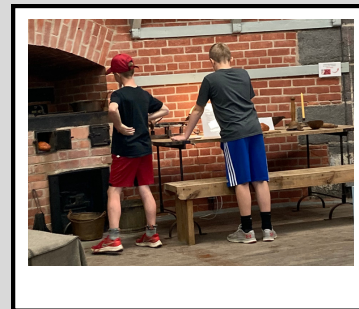
MurneyTower

OVERVIEW OF THE MONTH

Happy June Everyone!

Onsite operations are running smoothly so far this summer. The new staff is getting settled in with tours, projects, and the daily running of the tower. However, they are still getting used to the many mayflies that swarm the bridge. This month the staff started our Saturday drop-in military hat station. It started off slow but those who made hats left excited and happy.

The Museum has seen over a 1,500 people already! We quickly beat our numbers from last year, but we are running normally compared to last year. We have heard some very interesting stories from visitors; one being that a visitor told us she believes her relative, Mathew Minogue lived in the tower. We are still researching to see if we can find any records that confirm this. We have also spoke with many people from outside of Ontario from Venezuela, Germany, the Netherlands, Alberta, Massachusetts, British Columbia, Scotland, and many from Quebec.





Marketing Masterclass
for arts and heritage organizations

CASE STUDY PRESENTATION BY:
Simge Erdogan-O'Connor
Manager and Curator
Murney Tower Museum
National Historic Site of Canada

Canada

Audio Tour Grant Cheque Ceremony

Willia Henry and Yu Jier Kou, of the Community Foundation of Kingston and Area, met with the president of the Kingston Historical Society, Dr. Tabitha Renaud, and the director and manager of the museum, Simge Erdogan-O'Connor, at Murney Tower to present the cheque for our audio tour project. This grant will allow us to create an engaging and accessible audio tour to be implemented both online and onsite at the Murney Tower Museum.

We'd like to thank the Community Foundation for Kingston and Area for their generous contribution! We would not have been able to do this without your support.

We look forward to sharing the audio tour with our community next year!



Work In Culture: Marketing Management Presentation

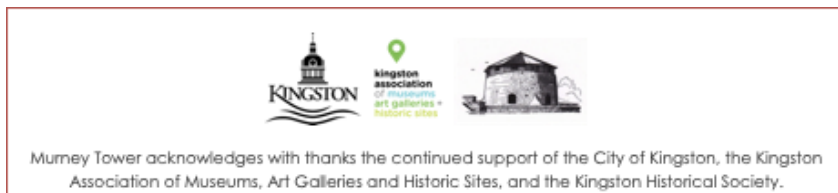
Last summer our manager and curator, Simge Erdogan-O'Connor, created a case study presentation for the WorkInCulture's Marketing Masterclass Training Program, which brought together arts and heritage professionals in Toronto, Kingston, and Ottawa who are responsible for developing a specific marketing strategy for their nonprofit arts and heritage organizations and require assistance.

In her presentation, she discussed how updating the Murney Tower Museum's website and therefore online content was part of her broader marketing strategy to stay relevant and engaged with our audiences. Her presentation is now available to the public on WorkInCulture's YouTube Channel, informing the broader arts and culture and heritage sector about the importance of digital marketing in museums. You can find the link in our bio.

It was an absolute pleasure collaborating with WorkInCulture, which strives to support professionals in the arts, culture, and heritage sectors to create an inclusive sector that actively contributes to the economic and social well-being of the community through developing skills, research, and career resources.

Heritage Fair Winners Visit Murney Tower

On June 11th, the 12 winners of the Heritage Fair visited Murney Tower for one of their many stops of the day. Our staff member Jimmy enjoyed giving them an hour tour that involved many questions from the students. They were very interested in the Tower with questions ranging from daily life of the soldiers, the uniforms, architecture, and the purpose of the tower. At the end of their tour, they got to ask our curator and manager about becoming a historian. Unfortunately it had to be a quick conversation as they had to be at their next stop, the Trolley Tours, downtown. However, we enjoyed meeting such a fun group of future historians and to create a fun little "historian-in-the-making" package for them to learn more about what being a historian looks like!

Murney Tower acknowledges with thanks the continued support of the City of Kingston, the Kingston Association of Museums, Art Galleries and Historic Sites, and the Kingston Historical Society.

