

Museum on Main Street

www.keyingredients.org

Museum on Main Street has developed an online companion to the *Key Ingredients* traveling exhibition. This web site is designed for hosting venues to use for their marketing and education initiatives.

The web site has the following features:

1. 500 Years of food - An educational feature that will allow audiences to interact with 40 different events that tell the story of changes in the way American's grow, prepare and serve food. Site visitors can explore information geographically or chronologically. Through this highly interactive feature, users will be able to see how the two key words that sum up American cuisine are "diverse" and "regional."

2. The American Cookbook Project - A forum for sharing recipes and stories from across the USA. People from across the country are invited to share favorite recipes and stories associated with the dish. This is not simply a cookbook but a collection of memories and stories related to food.

3. Eating Across America - A way for the venues hosting the *Key Ingredients* exhibition to share local food traditions and information about community food festivals and establishments with the rest of the country. Each venue will have a chance to submit information to be displayed in the web site. Site visitors will be able to "eat" their way across the country. This section of the web site gives small towns across the country an opportunity to share their unique food traditions with the world.

4. "Now showing" information - A marquee on the home page that lists venues where the exhibition is currently on display. Site visitors will be able to follow a link that provides complete information about the public programming each venue has planned in conjunction with the traveling exhibition.

5. Classroom connection -- For teachers and educators. The site will provide information on how teachers can use the content from the exhibition and the web site in the classroom.

As you can see, the web site is designed to allow each venue to use the site to promote their hosting of the *Key Ingredients* exhibition and to share information about your community's own unique local food traditions and establishments. In fact, each hosting institution will have its own "mini web site" as part of the *Key Ingredients* site. MOMS will provide you with access to a "For Exhibition Hosts" web site where you can submit information that will be published in the site. This simple, easy-to-use tool will allow you to submit images and text about your institution and community.

Here is a list of the information your institution can share with the world:

- Institution name, address, phone number, web site
- Key Ingredients exhibition dates
- General statement about your hosting of the exhibition (Press release type info)
- Detailed list of programs and special events planned in conjunction with the exhibition
- Information about where your community is located
- Information about what makes your community special and unique
- Information about food festivals, events, traditions and unique eating establishments in your community
- Images of your institution, food events / traditions and establishments in your community

The basic info about your organization (name, address, phone number, web site, exhibition dates, contact person) will be incorporated in the design of the site by the web development team. In the months before the exhibition opens in your venue, you will receive a password that will give you access to the "For Members Only" web site where you can enter text about your institution / community and upload digital images. You can edit or revise your information at any time. The only skills require to use this simple system are the ability to read directions and to type in text. MOMS will be able to provide some technical support. (NOTE: Providing information and images about your institution / community is optional.)

The *Key Ingredients* web site has been developed by Interactive Knowledge, Inc. In 2002, Interactive Knowledge's www.ballgame.org site was awarded the highest honor both by the American Association of Museums and the Museums and the Web conference. The www.corridos.org web site, designed for a SITES traveling exhibition, won the highest honor for non-profit marketing web sites by the Web Marketing Association.