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**AMERICAN ASSOCIATION OF MUSEUMS REDESIGNS
AWARD-WINNING MAGAZINE**

WASHINGTON, D.C. (Jan. 1, 2008)—The American Association of Museums’ (AAM) flagship publication has undergone major revisions to kick off 2008. For 87 years, AAM’s award-winning, bimonthly magazine *Museum News* has been known as a key resource for museum professionals on issues and developments in the field. While this remains unchanged, the magazine has been revamped with a new design and a new name—*Museum*—that better represent its mission to highlight the full scope and value of museums.

“AAM represents a cause: to help our nation’s museums move into a framework of excellence,” said President Ford W. Bell. “*Museum*’s commitment to conveying not only the news but also the wonder and worth of cultural institutions will benefit AAM members, professionals throughout the field and the millions who visit museums each year. The magazine, like AAM, will continue to aid museums in fulfilling their greatest potential.”

The magazine will be titled *Museum* beginning with the January/February 2008 issue, which includes a feature story on museums taking action to protect the environment, an interview with Pulitzer Prize-winning author Michael Chabon and a profile of Chicago’s Field Museum. Each article exemplifies the magazine’s more broadly inclusive take on the museum field.

“*Museum*’s new title denotes the vast realm that is covered within each issue: the ideas and issues, learning and enlightening, preserving, discovering and inspiring that museums of all kinds do every day in virtually every community throughout the world,” writes Publisher John Strand in this issue. “It’s a very large territory, and we at AAM want to be certain not to limit our own appreciation of it.”

Museum’s pages have been redesigned to coincide with its fresh, streamlined title. The new design includes an expanded opening section, “In Museum,” which offers readers a taste—visual and informative—of the impressive range of museum activity, from exhibitions, publications and products to the people and places behind them. Other changes are evident in the more modern, sleek appearance throughout the publication.

The print version of *Museum* is complemented by an extensive presence on the AAM website (<http://aam-us.org/pubs/mn.cfm>). Features from each issue are now accessible to the general public, who are encouraged to provide feedback in the comment boxes below each article. Additional materials are available in the new “Practically Speaking” section, which offers nuts-and-bolts information to support museum professionals in their work—such as the “Day in the Life” series, providing firsthand accounts from active professionals on how they do their jobs. Other AAM Web Exclusives include the ongoing audio clip series, featuring interviews and excerpts that correlate to *Museum* articles.

Readers of *Museum* can continue to expect opinions and advice on the hottest topics in the field; debates of what museums are, what they do and how they are changing; and the thoughts, words and deeds of the dedicated people who work in them and serve their communities. AAM members receive *Museum* as a member benefit; the general public also can subscribe. To subscribe to the magazine or request a copy, contact customer services at 202-289-1818 or customerserviceteam@aam-us.org.

About the American Association of Museums

The American Association of Museums (AAM) has been bringing museums together since 1906, helping to develop standards and best practices, gathering and sharing knowledge and providing advocacy on issues of concern to the entire museum community. With more than 15,000 individual, 3,000 institutional and 300 corporate members, AAM is dedicated to ensuring that museums remain a vital part of the American landscape, connecting people with the greatest achievements of the human experience, past, present and future. For more information, visit www.aam-us.org.

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