

Deborah Ziska, United States

My primary motivation to serve as chair of ICOM-MPR is to leverage the talents, creativity, resources, and leadership of our membership to make our international committee a global community of museum communicators focused on solutions for the **sustainable future of museums** inspired by the new definition that ICOM adopted in Prague.

Together we can:

Be relevant and accessible: My objective is to work closely with fellow board members to professionalize how ICOM-MPR is managed and represented, and simultaneously--with the inclusion of members outside of the board--ramp up on hybrid programming, online forums, and annual meetings that are relevant and accessible to our global membership and representative of all regions.

Ensure transparency: We must institute basic parliamentary procedures and reports for our meetings, as well as adherence to ICOM guidelines that ensure transparency. When it comes to keeping our membership informed, my motto is "more is more."

Offer our membership more opportunities: I will join with my fellow board members to use our collective knowledge, experience, and global networks to offer our membership more opportunities to broaden their knowledge of what is happening and trending in the global museum communications sector. To that end, we might explore a dedicated online chat room for members to have an ongoing dialogue on topics of their choice.

Organize working committees: An immediate priority is to organize committees to establish formal bylaws; recruit new members; organize our annual meeting; update our website; explore a name change for our committee; and develop a series of timely webinars, inspired by topics presented in Prague, our Manifesto for Museums Action report, and the Cultivia survey, "Are We There Yet?".

Together we can embrace the **enthusiasm and momentum** activated in Kyoto and Prague to engage, increase, and meet the needs of our membership in all regions of the world, particularly in the countries and regions that have been traditionally left out of the conversation.

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Biography:

Deborah Ziska, the immediate past vice chair of ICOM-MPR, 2019-2022, led a dynamic team of ICOM-MPR board members to produce innovative presentations and programs at the recent General Conference of ICOM in Prague. From 2012 to 2019, Ziska also served on the board of ICOM's United States National Committee, where she led or participated in the development of the bylaws, nominations, website, social media, and an initiative to collaborate with other national committees of the Americas.

Ziska teaches "Museums of the Americas: Facing Challenges in the 21st Century" in the Museum and Cultural Heritage Studies online graduate programs of Johns Hopkins University. She is also a museum communications consultant, whose clients have included the Smithsonian National Museum of Asian Art, the Smithsonian Cultural Rescue Initiative, and The George Washington University Museum and The Textile Museum.

Ziska has worked in in public relations and fundraising in education, health, television, women's rights, and international development sectors. For two decades, Ziska led the press and public information office of the National Gallery of Art, Washington, which she joined in 1988. She managed award-winning publicity campaigns, launched social media initiatives, and was recognized for her adept handling of crisis communications, as well as her initiation of exhibition-themed citywide and international celebrations and collaborations.

Ziska is vice president of the Friends of the Art Museum of the Americas, Organization of American States, in Washington, DC. She has written book reviews and articles relating to museums for the College Art Association and the American Alliance of Museums' blog.

Ziska has traveled extensively throughout the world, coordinating press trips for international exhibitions, co-leading museum communications workshops, and researching and documenting women in development programs. For her course, Ziska focuses on the Americas, visiting museums and heritage sites that are responding to today's challenges of social justice, climate change, and cultural and natural heritage preservation in innovative and impactful ways.

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