

National Museum of Broadcasting

Executive Summary

Community Partner

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Student Consulting Team

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Background

The National Museum of Broadcasting (NMB), founded in 2000, preserves the legacy of electronic mass media, beginning with Pittsburgh's pivotal role in radio. Despite possessing over a thousand artifacts, the organization lacks a permanent space, with artifacts stored across various sites. While supported by notable donors, NMB urgently needs \$100,000 to renovate a prospective home in East Pittsburgh. With limited staff and volunteer support, they seek strategic planning help—specifically in operations, technology, marketing, and branding—to secure funding and establish a credible foundation for future growth.

Project Description

Project Opportunity

The NMB faced a significant need for a technology plan, lacking essential business systems and needing a centralized database for artifact tracking. The project aimed to recommend systems that would enhance operational efficiency, streamline financial processes, and support effective artifact management. NMB also struggled with marketing strategies to promote donor engagement, with a website lacking compelling content and clear Calls to Action, and having no social media presence. The project addressed these issues by recommending a focus on donor engagement, clearer messaging, and securing social media handles.

Project Vision

Our vision was to support the National Museum of Broadcasting in establishing organizational credibility and readiness for fundraising by delivering two core solutions: a long-term technology plan and an enhanced marketing structure. These deliverables address foundational gaps that could otherwise deter potential donors and partners. Through detailed recommendations for business systems and artifact management tools, a redesigned website emphasizing donor engagement and storytelling, and a social media account, we aimed to position NMB as a professionally run, fundable institution. Our work equips the museum with practical, scalable tools to support both immediate needs and future growth.

Project Outcomes

We helped the NMB team build the skills and confidence to evaluate museum-standard software, manage their Squarespace website, and run social media accounts—enabling them to operate more independently. Throughout the project, they adopted a more structured and

collaborative decision-making process, moving away from ad hoc workflows toward iterative planning grounded in clear storytelling and audience engagement. On the technology front, we delivered a comprehensive systems plan with tailored software recommendations, high-fidelity wireframes to guide future website development, and accessible training materials.

Project Deliverables

The deliverables provided to the National Museum of Broadcasting include a comprehensive Technology Plan Report, detailing long-term software recommendations and insights from expert interviews. Website-related deliverables include both low- and high-fidelity wireframes created in Figma, a Website Recommendations Report offering guidance on design and engagement strategies, and Website Training Materials to support future development efforts. Additionally, the Final Project Report compiles all research, findings, and recommendations from the semester. The client has also been provided with access to a centralized repository containing all project-related documents, ensuring continued access and organizational continuity.

Recommendations

Our team recommends that the National Museum of Broadcasting revisit system options if implementation is delayed more than 12–18 months, create detailed feature requirement lists for each system type, and schedule product demos before making final decisions. Assigning dedicated implementation leads and a long-term tech point person will ensure smooth setup and ongoing maintenance. Additionally, creating internal training materials will support future users and preserve institutional knowledge.

For the website, we suggest the client decide on the most appropriate builder based on current team capabilities and future needs. If staying with Squarespace, existing training materials can support onboarding. Regardless of platform, following an agile design process will help the museum effectively update and evolve the site in alignment with its mission.

Student Consulting Team

Alice Kang served as the Website Design lead. She is a third-year student majoring in Information Systems and Human-Computer Interaction. She will be interning at the Pittsburgh Supercomputing Center this summer and is looking toward a career in communication design.

Lexi Kronowitz served as the business systems lead researcher. She is a third-year student in Information Systems with minors in Decision Science and Human-Computer Interaction. This summer, she will be interning at Accenture, looking towards technology consulting.

Alexis Wang served as the Collection Management System (CMS) and Digital Asset Management (DAM) Systems lead researcher. She is a fourth-year student in Information Systems with minors in Computer Science and Statistics. She will be working in New York City as a software engineer after graduation.