



YOUTH ART MONTH



PORTLAND MUSEUM of ART

Youth Art Month at the Portland Museum of Art is an annual exhibition showcasing the artwork produced by K-12 students throughout Maine.

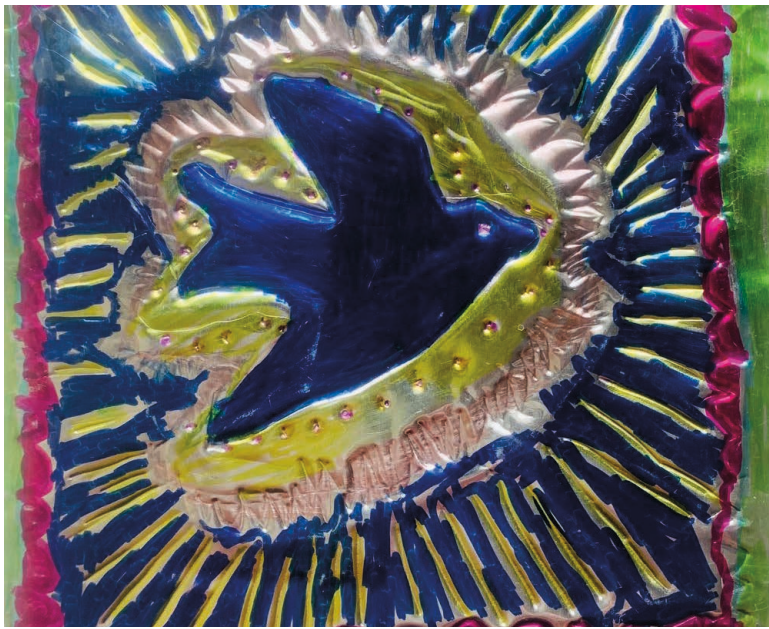
In collaboration with the Maine Art Education Association (MAEA), the PMA is proud to feature the voices of young artists in our communities. Art programs foster creativity, inspire change, empower students, and encourage self-expression.

MAEA member teachers—the dedicated individuals who lead Maine’s incredible school art programs—each select one piece of artwork from their classrooms to highlight the creative efforts of all students and to empower students with a passion for art. These artworks represent the important work being done in school art programs throughout the state and honor the dedication of Maine’s art educators.

For the second year, YAM is digital, which allows for opportunities to share the artwork of Maine’s youth with a wider audience. We hope that the artworks in this exhibition inspire more creativity, spark more conversations, and garner more support for arts education in our schools and communities. Art is a powerful, expressive tool through which we all find voice, passion, and power.



Youth Art Month is supported by the Onion Foundation, Sibley-Saltonstall Charitable Foundation, and the Peggy L. Osher Education Endowment at the Portland Museum of Art.



Yam 2020 YOUTH ART MONTH

66 Artworks submitted from 33 Maine cities (representing 11 Maine counties).



68 households tuned in to the digital celebration program.

Digital engagement

- Overall Website Users: 23K (up 43% from previous month)
- Overall Sessions: 30K (up 42% from previous month)
- YAM Pageviews: 2,735
- YAM Average time spent on page: 00:04:27



Social media for March (Facebook/Instagram/Twitter)

- Overall Reach: 7487
- Engagement: 359
- # of posts related to YAM: 3
- Combined likes for YAM posts: 329