

R E P O R T T O S T A K E H O L D E R S

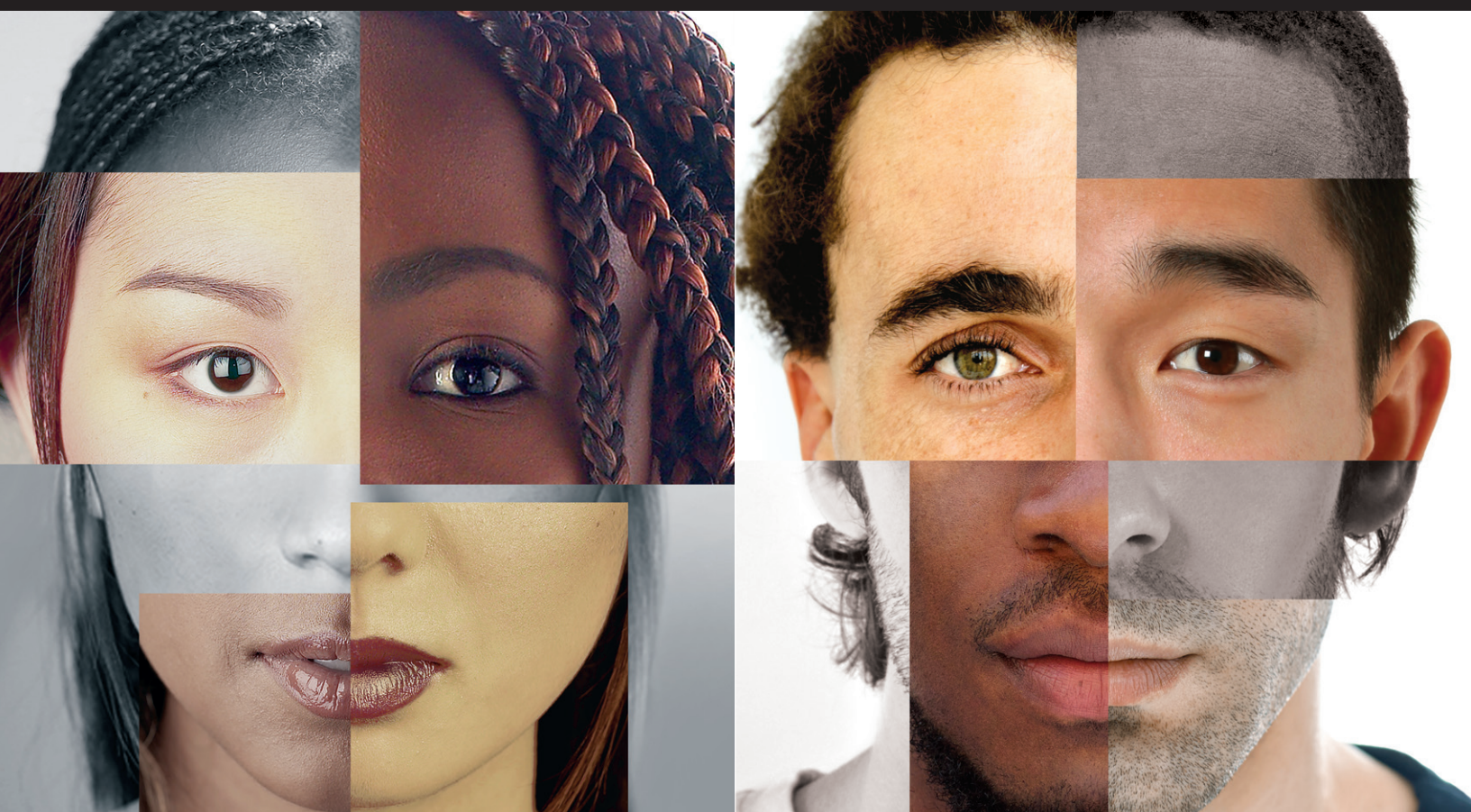
F E A T U R E D E X H I B I T I O N



RACE[®]

Are We So Different?

A Project of the American Anthropological Association



NORTH CAROLINA *Museum of Natural Sciences*

Downtown Raleigh

naturalsciences.org

[@naturalsciences](https://twitter.com/naturalsciences)

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PREFACE

February 20, 2018

Colleagues,

It is a pleasure to introduce this reflection on the nature and results of the profound learning experience titled *RACE: Are We So Different?* at the North Carolina Museum of Natural Sciences from April 22 to October 22, 2017. We worked very hard to secure it and have been profoundly stimulated by its outcomes.

Firstly, I wish to commend the American Anthropological Association for its vision to use the lens of science to increase the public's grasp of what race means and does not mean. It is rare for the museum sector to have touring exhibition topics imagined and developed by outside agencies and for exhibitions to be titled in the form of a question. Also, it is unprecedented for an exhibition to be continuously booked for a decade and to transcend human history museums, natural history museums, science museums, and several other venue types including the Mayo Clinic. At each venue – and certainly at the North Carolina Museum of Natural Sciences with its focus on accessibility and inclusion – this exhibition spawned a redoubled determination to continue to probe the question *Are We So Different?*

Secondly, I wish to thank our generous financial and in-kind supporters from across the philanthropic, academic, civic, corporate, and nonprofit arenas, a strategy spearheaded by the visionary A.J. Fletcher Foundation. Our partners enabled us to offer, without any admission charge, *RACE: Are We So Different?* as a featured exhibition together with its rich menu of associated programs. The Cultural Conversations which took place in the exhibition's concluding Think Space enabled candid discourse about individual experiences and collective challenges. Overall too, it was pleasing that the topical subject matter and free entry fostered a high and diverse attendance. Interestingly, while surveys of adults who had visited the exhibition revealed that 98 percent thought it was suitable for children, a third of those who chose not to include this exhibition in their Museum visits voiced concerns about its suitability for children.

Future anthropologists and historians will need to gauge how the 21st century stacks up in U.S. history when it comes to progress, or not, with the pivotal *Are We So Different?* question. Meanwhile, please help this reflection to linger on the minds of as many as possible by widely circulating this report and keeping it in a prominent place.

Sincerely,



Director, NC Museum of Natural Sciences

On Saturday, August 12, two events – 240 miles apart – with opposing purposes unfolded ... At the Museum, as part of *Race: Are we so Different?*, was a back-to-school minority opportunity fair titled *The Future of STEM*. This began with *Finding Your Place When You Feel You Don't Fit*, a presentation by former teacher turned filmmaker Andre Robert Lee about his journey to discover his identity and purpose. In Charlottesville, Virginia, a rally turned into a riot. The following Monday, the Washington Post's headline was *Recounting a Day of Rage, Hate, Violence and Death*. At the STEM event, the horrifying news became a growing undercurrent, underscoring its national context and reinforcing its specific need.

INTRODUCTION

RACE: Are We So Different? was an enormous success during its six-month run at the North Carolina Museum of Natural Sciences from April 22 to October 22, 2017. The exhibition welcomed 84,461 visitors, averaging 459 per day. Visitors were overwhelmingly impressed—89 percent of 2,793 exit-survey respondents rated the exhibition 4 stars or 5 stars (out of 5).

Created by the American Anthropological Association in collaboration with the Science Museum of Minnesota, RACE: Are We So Different? is the first national traveling exhibition to tell the stories of race from the biological, cultural and historical points of view. Thanks to generous support from the A.J. Fletcher Foundation, admission in Raleigh was free of charge, which removed any financial barriers for visitors. As had been hoped, the Museum attracted and engaged with a more diverse audience than its general visitor demographic, one of the primary objectives.

The title itself, a question, set the stage for a very different experience at the North Carolina Museum of Natural Sciences: Are we so different? The answer isn't *yes* or *no*. It's open to interpretation, and interpretation invites a conversation. That dialogue was central to RACE: Is race based on biology? Is it a social construct? Is it an idea? Visitors were encouraged to explore not only the exhibition's physical components, but also to examine their own feelings about race in their lives and surroundings, possibly for the first time.

"This is perhaps the most important conversation we're going to have as a community in the next decade," said Damon Circosta, Executive Director of the A.J. Fletcher Foundation. "This exhibition underscores the notion that we really are more alike than we are different. It does so in such a way that doesn't anger—it informs. It invites discussion and open-mindedness."

The Museum is an exemplar of progressive trends in nature and science museums globally. In a science setting, we made space at the table for the humanities. The messages of RACE were bold and complex—bringing together the everyday experience of living with race, its history as an idea, the role of science in that history, and the findings of contemporary science that are challenging its foundations.

Bringing RACE to the Museum took several years of determination and leadership of Dr. Emlyn Koster and key staff such as Emelia Cowans-Taylor. An enthusiastic Board of the Friends of the Museum supported the exhibit and led fundraising, and staff from all Museum departments played vital roles in bringing the exhibit to life. Friends of the North Carolina Museum of Natural Sciences is proud to have raised \$330,000 in support for *RACE: Are We So Different?* The exhibition was presented locally by A.J. Fletcher Foundation,

THE WALKTHROUGH

with additional support from Duke Energy Foundation, City of Raleigh, Wells Fargo, Z. Smith Reynolds Foundation, Blue Cross and Blue Shield of North Carolina, and the North Carolina Department of Natural and Cultural Resources. Additional programmatic support was provided by BB&T; Burroughs Wellcome Fund; Duke Center on Genomics, Race, Identity, Difference (GRID); the University of North Carolina; Triangle Community Foundation; Paul Green Foundation; and the North Carolina Humanities Council.

In-kind support was provided by YMCA of the Triangle; N.C. State University Humanities and Social Sciences; Artspace; and Storr Office Environments. Media sponsors were Capitol Broadcasting, UNC-TV and Radio One.

Three versions of the exhibition have been traveling around the United States for the past 10 years in more than 40 cities. It has been experienced by more than 3 million people. RACE was developed in 2007 by the American Anthropological Association and the Science Museum of Minnesota with funding from the Ford Foundation and the National Science Foundation.

At the North Carolina Museum of Natural Sciences, RACE was in the top five featured exhibitions in terms of total attendance over its entire run. It was topped only by the blockbuster exhibits *Titanic*, *Jurassic Park*, and *Dead Sea Scrolls*, as well as our one other free exhibition, *Dig It: The Secrets of Soil*.

“RACE: Are We So Different? was informative, eye-opening and arguably one of the most important exhibits ever featured at the North Carolina Museum of Natural Sciences. This exhibit allowed for meaningful dialogue about a topic so important to our communities, culture and nation and on a personal level challenged me to explore my own biases and assumptions.”

— Anita Watkins, President,
Board of the Friends of the NC Museum of Natural Sciences

THE WALKTHROUGH

The components of the RACE exhibition explored three primary themes:

- The science of human variation and where current scientific understanding is inconsistent with popular notions of race.
- The history of the idea of race, with an emphasis on the role of science in shaping the concept of race.
- The contemporary experience of race and racism in the United States, and the often-invisible ways race and racism have infiltrated laws, customs, and institutions.

RACE at the North Carolina Museum of Natural Sciences was a highly interactive experience designed to open eyes, ears, hearts and minds. At the entrance, visitors were drawn inside by a display of paintings by Chapel Hill-based artist William Paul Thomas. These large portraits showed people of color rendered partly in blue, “as a reference to a condition known as cyanosis.... this is a metaphor for the disenfranchisement that people of color have experienced,” Thomas wrote in his artist’s statement.

Artistic elements, compelling photography and thoughtful multimedia presentations, including “mini-theater” settings, and hands-on components were abundant throughout the exhibition, as were historic artifacts and iconic objects. Comfortable,



The “Leave Your Mark / Deja Tu Huella” mural gave visitors the opportunity to leave draw, sign and respond to the exhibit in chalk.

THE WALKTHROUGH

creative seating was offered throughout. A pharmacy with a waiting area and a row house stoop were among the replica settings in which visitors could absorb the exhibit, relax and communicate.

Every visitor was empowered to add his or her own voice to the exhibition via comment cards. The Museum staff curated this content and displayed it for future visitors to discover and contribute to. Within every part of the exhibition was an invitation—to learn, to explore, to share, and, sometimes, to change.

“The Cultural Conversations in which I participated were moving and memorable. Invariably, participants said they wished there had been more time to engage in dialogue and process their thoughts and feelings.”

— Dr. Charmaine Royal, Duke University



Artist Kip Fulbeck's Hapa Project explores the issues of race and racial categories through photographs and the words of people who describe themselves as multiracial.

SPECIAL PROGRAMS AND EVENTS

The Museum and its collaborators developed an extensive slate of special programs and events to enrich the exhibition experience. A Speaker Series, with lectures held in the WRAL Theater and the Daily Planet Cafe, incorporated the perspectives of academia, the research sector, media, nonprofits, and private and public organizations. The Q&A format enabled the experience to be immersive. The Burroughs Wellcome Fund sponsored the Speaker Series, which was coordinated with consultation from Dr. McClaurin. Burroughs Wellcome Fund also generously supported livestream equipment and Discussion Guides to accompany the Speaker Series, available as a post-exhibition resource online here: <http://naturalsciences.org/about/idea>.

Closing the RACE Gap: A Discussion on Health, Wealth, Education, and Media (May 16, 2017)

Moderated by WRAL-TV 5 Anchor Gerald Owens, this discussion by experts from the fields of medicine, education, broadcast media and civil rights activism included panelists:

- Dr. Yolanda Moses, co-director of public education for the *RACE: Are We So Different?* exhibition, co-author of *Race: Are We So Different?* and Associate Vice Chancellor for Diversity, Equity and Excellence at University of California, Riverside.
- Dr. Dudley Flood, a champion of the desegregation of public school education in North Carolina.
- Natalie Bullock Brown, Assistant Professor of Film and Broadcast Media at Saint Augustine's University.
- Jenna Bryant, Program Manager at Manpower Development Corps (MDC).

Crowd size: 95; Live-stream audience: 59; Facebook Event interaction: 989; YouTube views: 211.

**"The time is ripe for 'RACE' to reinvigorate the tough
conversation we've all gotten good at avoiding."**

— Natalie Bullock Brown,
Saint Augustine's University

No More Hidden Figures: STEM Diversity in the 21st Century (July 18, 2017)

Dr. Tashni Dubroy, Executive Vice President and Chief Operating Officer at Howard University—and a veteran research scientist and academician—shared her experiences as a woman of color in a STEM field. She discussed the overall under-representation of minorities and women in engineering, medicine and science. Special guests were the daughters and granddaughters of Dorothy Vaughan, an African-American NASA mathematician who was portrayed by Octavia Spencer in the film *Hidden Figures*. The panel was hosted by Karen Clark, midday personality at Foxy 107/104, and the News and Public Affairs Director for Radio One.

Crowd size: 241 people; Live-stream audience: 59; YouTube views: 203.



SPECIAL PROGRAMS AND EVENTS

(W)Rap on Race: Where Do We Go From Here? (August 31, 2017)

This nod to the Rap on Race, in which anthropologist Margaret Mead and author James Baldwin engaged in a public conversation on race 40 years ago, included experts in education, economics, health and media. Moderated by WRAL TV 5's Greg Fishel, panel members discussed how race has been used to create inequality and produce disparities throughout American society.

This event was an installment of the Museum's regular Town Hall series, which is designed to provide in-depth discussions with leaders from around the globe as they explore the major scientific and environmental issues of our time.

Panelists included:

- Dr. Yolanda Moses, Co-director of Public Education for the *RACE: Are We So Different?* exhibition, co-author of *Race: Are We So Different?* and Associate Vice Chancellor for Diversity, Equity and Excellence at University of California, Riverside.
- Dr. Jay S. Kaufman, Canada Research Chair in Health Disparities, Department of Epidemiology, Biostatistics and Occupational Health at McGill University.
- Dr. Joseph Graves, Jr., Associate Dean for Research and Professor of Biological Sciences in the Joint School of Nanoscience and Nanoengineering (NC A&T and UNC Greensboro).

Crowd size: 264; Live-stream audience: 648; YouTube views: 155.

"The RACE exhibit provided an opportunity for greater awareness, education, and understanding of the many facets of ethnic diversity. It is only through exposure, enrichment, and engagement that we can begin to address equity, access, and opportunity in meaningful and measurable ways."

— Alfred M. Mays, Program Officer, Burroughs Wellcome Fund, and Member,
Board of the Friends of the North Carolina Museum of Natural Sciences



What's in Your Gene Wallet? Race, DNA and Ancestry Testing (June 15, 2017)

In this Science Cafe, the founding director of the Duke Center on Genomics, Race, Identity, Difference, Dr. Charmaine Royal, talked about the growing popularity of home DNA tests and how this trend is changing people's sense of biological identity.

Crowd size: 105; Facebook Event: 1,575;
YouTube views: 153.

SPECIAL PROGRAMS AND EVENTS

Branching Out: People of Color and the Great Outdoors (July 20, 2017)

This Science Cafe featured Rebeka Branagan, the North Carolina Regional Leader of Outdoor Afro, a national network that fosters African-American connections to nature and the outdoors.

Crowd size: 45 people; Facebook Event: 809; YouTube views: 24.

Coffee Economics (September 21, 2017)

In celebration of Hispanic Heritage Month, this Science Cafe explored the world of coffee production in Puerto Rico with N.C. State University researcher Sara Prado. In the central region of the island, coffee production is still the main economic driver, employing over 20,000 workers.

Crowd size: 68 people; Live-stream audience: 30; YouTube views: 76.

“My greatest hope for our museums is that they be conduits for connection, inspiration, and transformation. I believe this exhibit achieved these great hopes. Additionally, I could not have imagined how timely and resonant this exhibit would be for all of our communities!”

— Michelle Lanier, Executive Director, N.C. African American Heritage Commission

The creators of RACE: Are We So Different? were determined to incorporate a dialogue about race as an integral part of the exhibition. The Museum created the Think Space, the last room in the exhibition, to serve as the venue for “talking circles.” Here, interested visitors could discuss their thoughts about the exhibition in a safe, friendly environment. Trained facilitators led 90-minute “Cultural Conversations” for groups of five to twenty-five people. Such guided sessions have proven to be a successful method of conflict resolution and respectful discussion. The Think Space was designed to be a flexible, warm and welcoming space for the Cultural Conversation participants.

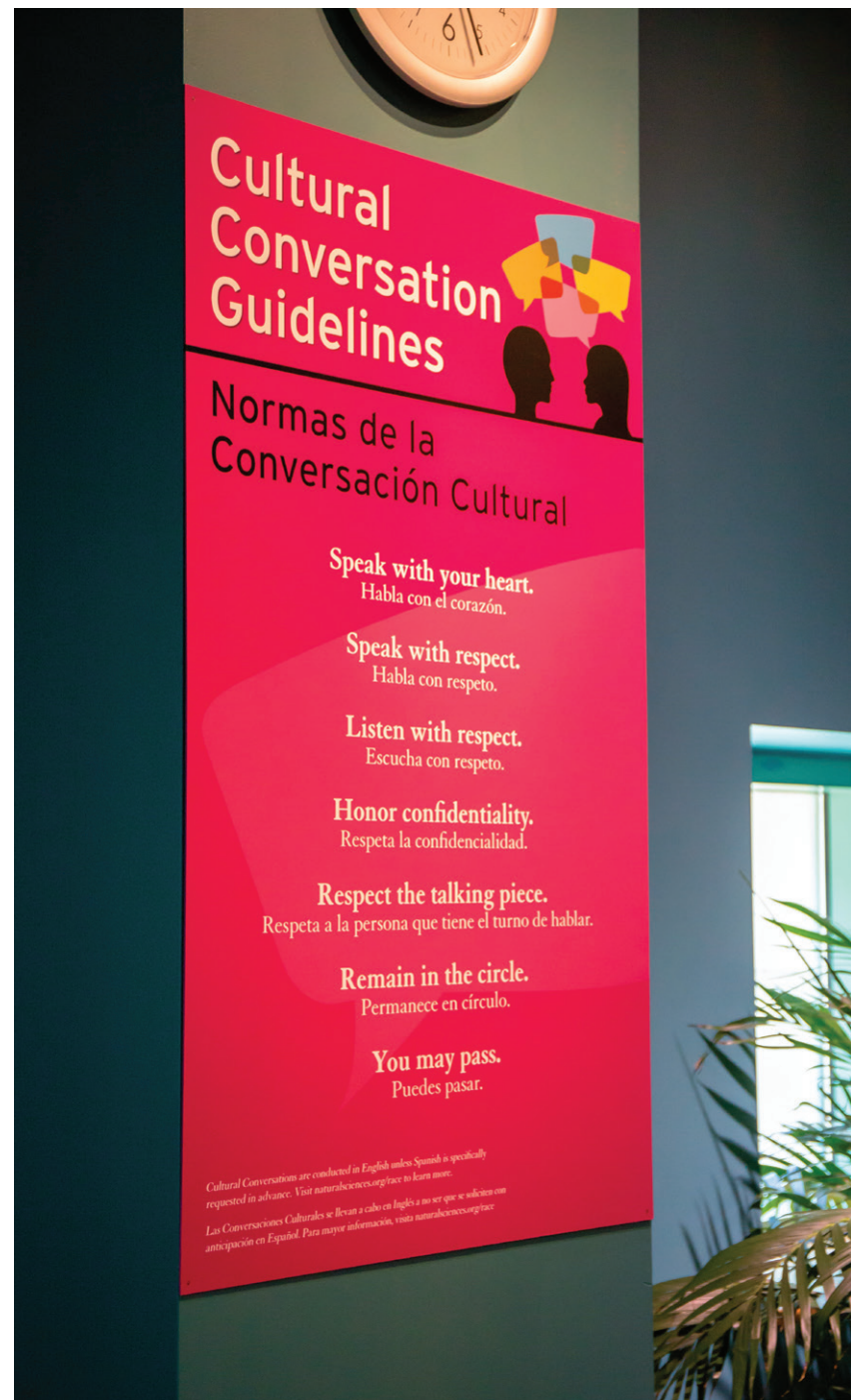
Thanks to financial support from Duke University Center on Genomics, Race, Identity, Difference (GRID), the Museum hosted 58 free public conversations, serving 650 people. In addition, 35 private groups rented the space for Cultural Conversations. Cultural Conversations aligned with GRID’s mission to develop and apply practical tools and dynamic strategies to understand and address social, biological and ethical dimensions of race concepts in humans.



CULTURAL CONVERSATIONS: A TRANSFORMATIVE EXPERIENCE

Public Cultural Conversations took place on weekends throughout the majority of the exhibition's run. Visitor feedback was overwhelmingly positive. Surveys were emailed to participants after their experience, and 204 people responded. These are a few impressive discoveries:

- 93 percent gave the Cultural Conversations experience 4 or 5 stars (out of 5).
- 95 percent said they would recommend Cultural Conversations to others.
- 88 percent either agreed or strongly agreed with the statement: "I felt safe sharing my thoughts and feelings during the conversation."
- 91 percent either agreed or strongly agreed with the statement: "The facilitator was professional and engaging."
- 74 percent either agreed or strongly agreed with the statement: "The conversation helped me feel empathy for people of other races."



CULTURAL CONVERSATIONS: A TRANSFORMATIVE EXPERIENCE

“Love and acceptance are big things; they take time. But we can all respect one another. You don’t have to agree with or even immediately love your neighbor, but once you respect your neighbor, hopefully that will bring acceptance and, eventually, love for one another.

— Deina Diaz, Cultural Conversations facilitator

“Participating in the Cultural Conversation was extremely impactful and left a lasting impression on me. I truly appreciated the authenticity and willingness to share personal experiences from everyone in our group, and feel closer as a result.”

— Lindsay Harrell, Triangle Community Foundation

“The questions and discussions remained quite ‘safe’, and I think this format offers an opportunity for people to answer at least one more difficult question about their own feelings/experiences with racism. We all have at least occasional thoughts or reactions (often due to unconscious social conditioning) that could be called racist. Until we can accept and admit those things with compassion, the healing won’t be complete.”

— (Anonymous female, age 66)

PLEDGE TO ACTION

Before leaving the Think Space, exhibition visitors were given the opportunity to make a “Penny Pledge.” They could insert pennies into a slot next to a statement describing inclusive behavior or behaviors they will adopt or continue. The following were the statements and total funds collected:

Make a pledge (or a few) to help build a more tolerant city:



I will embrace diversity.
\$193.01

I will be more aware of my judgments.
\$177.65

I will treat all people with respect.
\$218.36

I will learn about different cultures.
\$155.22

I will teach tolerance by example.
\$175.17

The money collected, totaling \$919.41, was donated at the end of the exhibition to The National Conference for Community and Justice, a Greensboro-based organization that works with young people to build communities free of bias, bigotry and racism. Nccjtriad.org

The Rhythm of Race & The Color of Harmony

Using the visual and performing arts was pivotal in enticing the community to participate in the phenomenon of *RACE: Are We So Different?* The Museum encouraged artistic expression to build bridges between people of all racial and ethnic backgrounds. Two community events, “Rhythm of Race: A Celebration of Music, Dance and Spoken Word” and “Color of Harmony,” celebrated multicultural identity through music, dance and spoken-word performances.

Rhythm of Race, held at the Museum’s downtown Raleigh campus on June 10, 2017, drew a crowd of 3,800 people. Through the event, the Museum was able to reach a wider, more diverse audience and also to inject celebration as a component of the RACE exhibition.



BRIDGING THE DIVIDE THROUGH THE ARTS

The event featured a slate of top-tier talent from across the country. Performers included G. Yamazawa, who is widely considered one of the top young spoken word artists in the country; Dasan Ahanu, Managing Director of the Black Poetry Theatre and the 2015-2016 Nasir Jones Hip-Hop Fellow at Harvard University; DJ Damu, a major contributor to North Carolina's hip hop culture; and Shana Tucker, a cellist and singer-songwriter who defines her genre as "ChamberSoul™".

The tally of attendees represented a 44 percent increase from attendance on the same Saturday in the previous year. The Facebook Event for Rhythm of Race reached 37,000 people, and posts about the event reached 16,620. The event page on the Museum's website had more than 3,000 hits.

The event attracted audiences of all ages, ethnicities and backgrounds. Some artists drew their existing fan base into new territory, attracting many first-time visitors to the Museum. Performances aimed to promote a deeper understanding of race and racism through dialogue and creative expression.

Interactivity was also part of the mix, including a workshop focusing on the relationship between music and culture. Of 58 guests surveyed, 98 percent gave the event a 4-star or 5-star rating (out of five). Due to the enthusiastic response, the Museum is exploring ways to integrate Rhythm of Race into the slate of regular annual events.

A separate celebration, "The Color of History," took place July 15, 2017, at the satellite museum in Whiteville, NC. Piedmont blues and slide guitarist Lakota John and musician/storyteller Reggie Harris set the stage for uniting the community through their performances. The Color of Harmony helped the Museum extend the message of RACE to a rural, underserved part of the state. Participants learned about, reflected on, discussed



REMOVING BARRIERS

and celebrated the diverse heritage and history of their community. The crowd of 60 was energetic, and everyone surveyed gave the event a positive rating of 4 stars or 5 stars (out of five).

The Rhythm of Race was sponsored by the North Carolina Humanities Council, a statewide nonprofit and affiliate of the National Endowment for the Humanities, and the Paul Green Foundation. The Humanities Council also sponsored the Color of Harmony event.



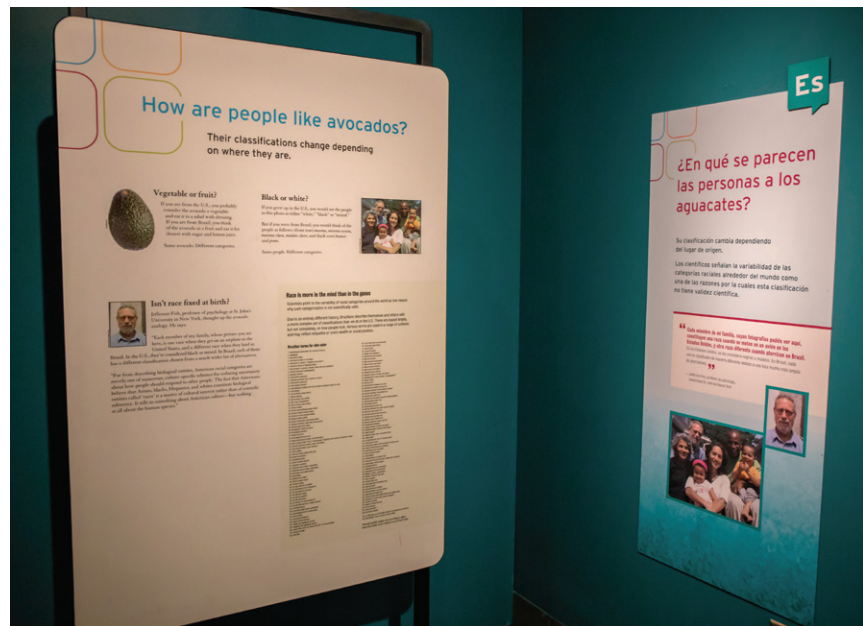
The Museum invited four local artists from diverse backgrounds—Titus Brooks Heagins, Antoine Williams, William Paul Thomas, and Franco—to bring their works inside the exhibition space. Collaborating with ArtSpace, a Raleigh-based nonprofit visual arts center, these artists' perspectives on race, racism and identity were incorporated into the exhibition. Each artist provided a statement about how race has affected their life and work. Their participation helped connect the exhibit more deeply to the local community and to our unique experiences of race in North Carolina.

REMOVING BARRIERS

Fostering a sense of inclusion is among the Museum's core values, so we sought every possible opportunity to broaden the exhibition's scope.

Spanish Translation: RAZA ¿Somos tan diferentes?

Portions of the exhibition were translated to make it more accessible to Spanish-speaking visitors. Exhibit developers and designers, Spanish translators and inclusion specialists worked as a team to interpret as much information as possible while not detracting from the aesthetics of the original design. Adjustments included written summaries in Spanish for each major section of the exhibition, prompts for volunteering personal stories, and logistical signage.



Special Needs Populations

The Museum has earned the Raleigh Mayor's Award for service to people with disabilities. RACE led to a spike in tour requests from visitors in this demographic. The head of Accessibility and Inclusion led special tours on Deaf Awareness Day and also helped acclimate staff of the Wake Federation of the Blind and the N.C. Division of Services for the Deaf and Hard of Hearing.

Field Trips

The Museum wanted to welcome long-distance students from impoverished areas throughout North Carolina. With funds from Duke Energy Foundation and Triangle Community Foundation, we were able to reimburse schools and youth groups in low-income areas and rural areas for field trip transportation to the RACE exhibition and a Cultural Conversation.

Museum staff traveled to dozens of community organizations in the region to present about the exhibit, share promotional materials and encourage attendance. Additionally, a 41-member Cultural Community Advisory Panel worked closely with the Museum throughout the exhibition to spread its inclusive message to the community. The group met regularly to advise on programming and events, and helped promote the exhibit to a wide array of communities.

The panel has evolved into a post-exhibit initiative called the Diversity Forum, a committee of community leaders and people who will provide thoughtful insight and feedback into everything the Museum has to offer as it relates to race, diversity, inclusion and accessibility topics. For more information or to participate, email David Wood, Accessibility Program Specialist, david.wood@naturalsciences.org, 919.707.9819.

Finding Their Place in STEM

Minority-identified youth who aspire to STEM careers often feel isolated and discouraged. They may rarely meet professionals in these fields who look like them. The Museum did its part to narrow that divide with the help of the Burroughs Wellcome Fund and 25 private and nonprofit organizations that answered the call to The Future of STEM: Back-to-School Minority Opportunity Fair. Held on August 12, this event featured a diverse slate of organizations for a daylong information and opportunity fair for students in grades 5 to 12. The organizations set up tables throughout the Museum's Nature Research Center. The potential attendance at the fair included as many as 4,136 people who visited the NRC that day.

Teacher-turned-filmmaker André Robert Lee ("The Prep School Negro") gave a talk in the afternoon, sharing details of his journey to discovering his identity and purpose. Afterward he moderated a four-person panel discussion, "Finding Your Place When You Feel You Don't Fit," during which students could question minority professionals about their personal experiences in STEM fields. Panelists included:

- Rene Daughtry, founder of Aisymmetry, which helps students realize the value of essential STEM skills through robotics competitions
- Dr. Chelsey Juarez, Assistant Professor in the Department of Sociology and Anthropology at North Carolina State University
- Veronique Moses, Program Director, IBM Watson Health
- Crystal Harden, Director of Programs and Strategic Initiatives, Morehead Planetarium and Science Center



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COMMUNITY OUTREACH

“RACE came to North Carolina at an important time for education and dialogue. Duke Energy Foundation was proud to support the exhibition and provide funds for school groups from Tier 1 counties to travel to Raleigh to experience this powerful learning experience.”

— Mark McIntire, Duke Energy and Vice President,
Board of Directors, Friends of the Museum



COMMUNITY OUTREACH

A Celebration of Diversity

Some 250 sponsors, Cultural Community Advisory Panel members, Board of the Friends of the Museum, Museum Advisory Commission and business and community leaders came together on May 4, 2017, for A Celebration of Diversity. This exhibition preview included thoughtful remarks from Jim Goodmon, Chair of the Board, A.J. Fletcher Foundation, and President and CEO, Capitol Broadcasting Company, Inc. Other speakers included Dontá Wilson, Senior Executive Vice President and Chief Client Experience Officer, BB&T; David Fountain, State President, North Carolina, Duke Energy; Ed Liebow, Executive Director, American Anthropological Association; Susi Hamilton, Secretary, N.C. Department of Natural and Cultural Resources; and Emlyn Koster, Director of the Museum.

An Evening for Educators

A Special Evening for Educators, on April 26, 2017, featured University of North Carolina System President Margaret Spellings. A total of 250 educators previewed the exhibition, networked and explored the role of race in education. Upon this introduction to the exhibition, teachers were encouraged to plan field trips for their schools.



MEDIA COVERAGE AND MARKETING

The exhibition attracted substantial media coverage, including TV, radio, print and web formats, elevating visibility for the Museum, its sponsors and partners. Public radio was especially supportive, featuring project affiliates on three episodes of North Carolina Public Radio WUNC's esteemed show *The State of Things* (300,000 weekly listeners). WRAL-TV, a long-time Museum partner, produced and aired a 30-minute documentary as an episode of the *Tar Heel Traveler*. It also hosted an online Spanish-language video describing the exhibition. Other programming venues included WHQR, Radio One/Foxy 107.1 and Spectrum News. The News and Observer provided consistent press coverage throughout the run, including arts features and an op-ed piece. Regional and statewide print outlets included: *The Carolinian*, *The Warren Record*, *Montgomery Herald*, *Carolina Parent* and *Triangle Tribune*.

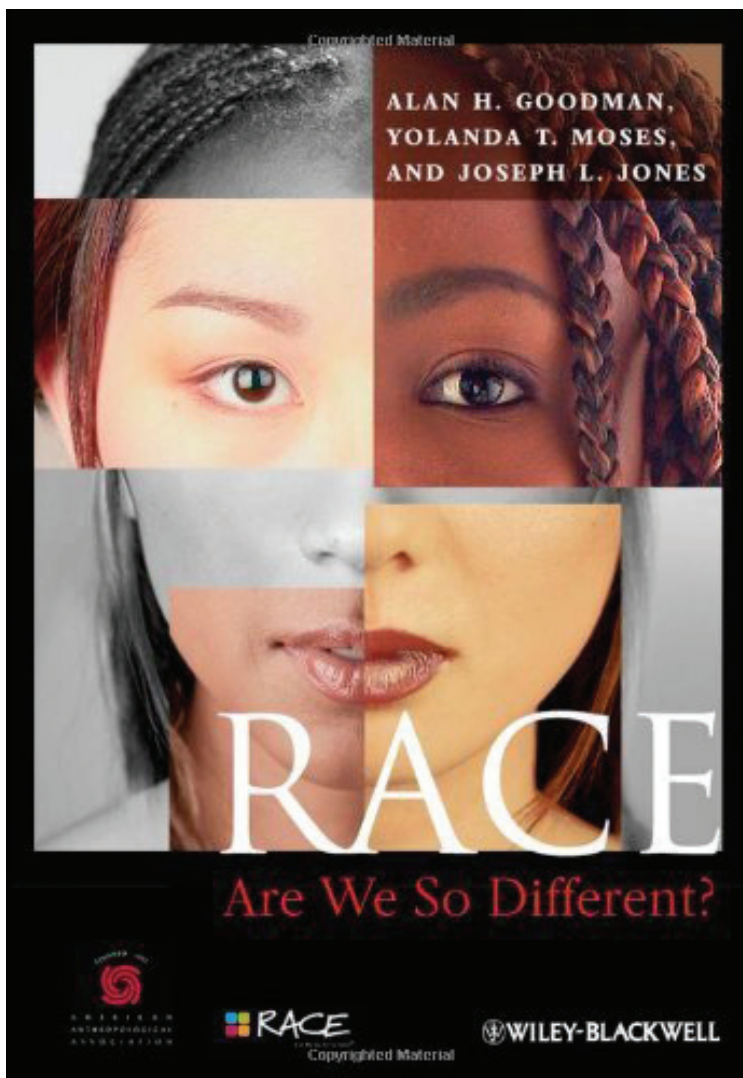
The Museum implemented a marketing strategy targeting an extensive reach via magazine, TV and radio ads, and digital marketing ads across various channels. Hundreds of thousands of readers and listeners were exposed via the campaign. With the added imprint of social media channels, we were able to livestream several RACE-related events to further extend our public reach, thanks to the livestream equipment supported by the Burroughs Wellcome Fund.

“This exhibit was a powerful reminder for me that race is an invented system strategically used to maintain power while keeping others without. It made me think that keeping these invisible systems top of mind is necessary if we hope to impart real change in the Triangle.”

— Laurel Shulman, Triangle Community Foundation

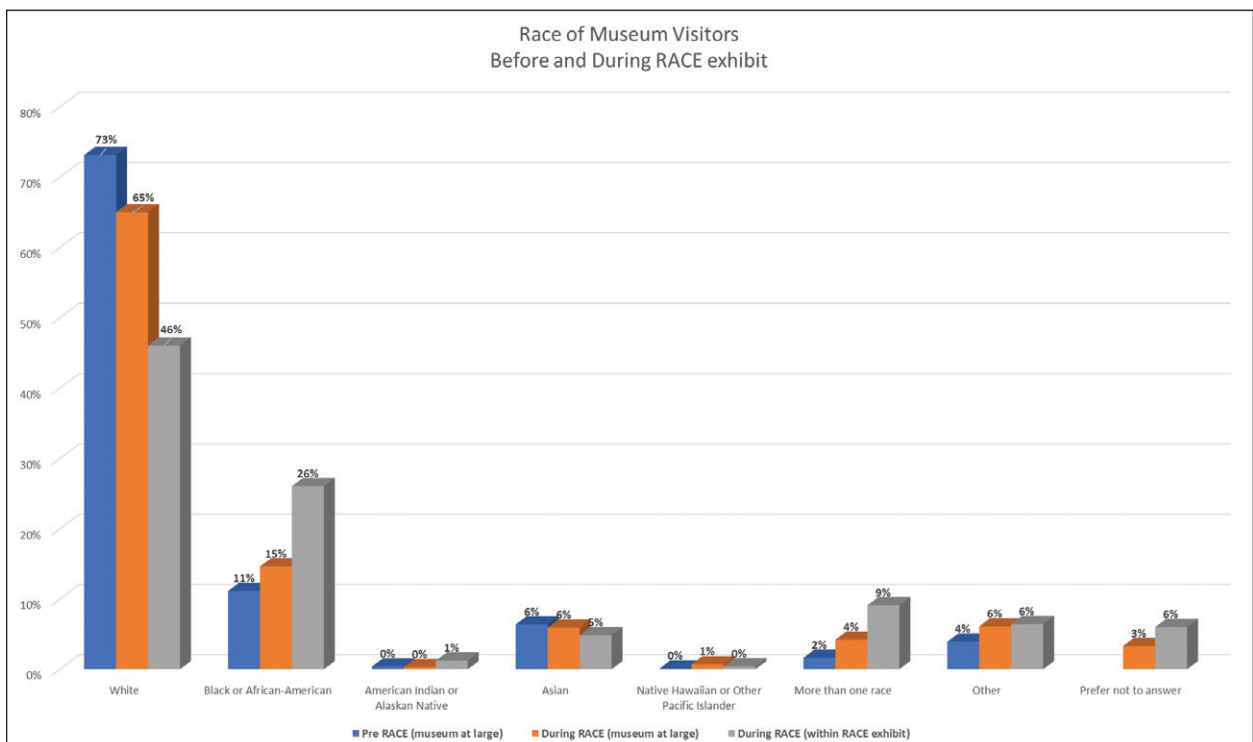
EXIT THROUGH THE GIFT SHOP

The exhibition's gift shop offered a thoughtful array of multicultural books, toys and mementos. Part of the exhibition project was a book with the same title, *Race: Are We so Different?*, by Alan H. Goodman, Yolanda T. Moses and Joseph L. Jones. Visitors bought 215 copies in the gift shop. Books about African-Americans and Africa were top sellers as well as children's books, including *We're Different, We're the Same*. Other popular titles were *Voices from Slavery*, *The Immortal Life of Henrietta Lacks*, *Good Night World*, *Let's Talk about Race*, *Whoever You Are, People*, and *It's Okay to be Different*. Popular gifts also included coloring books, knowledge cards and Fandex books about different cultures; fair-trade goods from around the world, many of which were made from recycled materials; toys of animal species found globally; musical instruments; globes and maps; and puzzles.



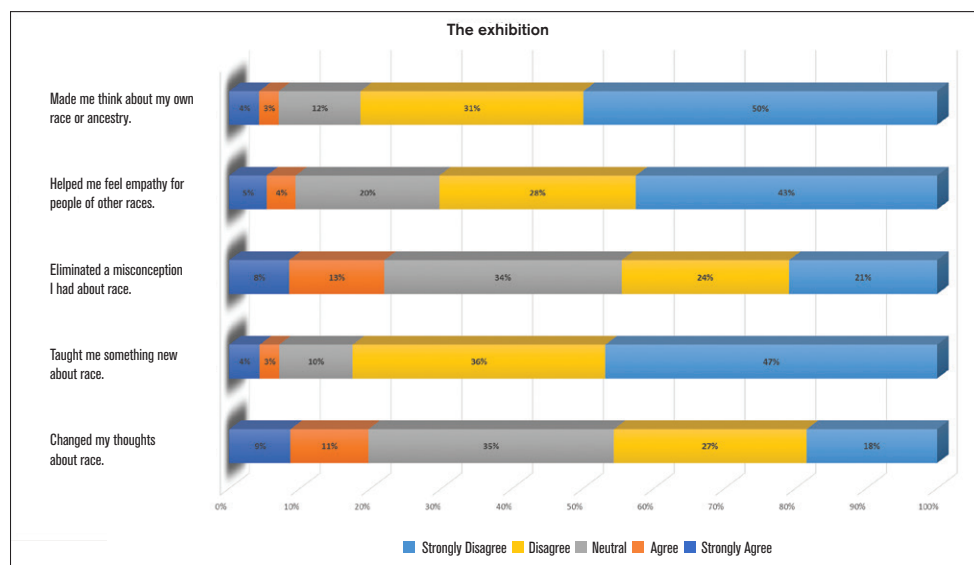
THE EVALUATION: AN EXTRAORDINARY LOOK AT RACE

The RACE exhibition was the subject of extensive, coordinated evaluation efforts for the duration of its run at the North Carolina Museum of Natural Sciences. Within the exhibition, visitors could use an electronic survey kiosk to give feedback, ratings and other information about themselves and their experience. The Museum Staff Evaluation Committee developed survey questions, and a full-time summer intern helped collect face-to-face interview data and validate the electronic data collected via kiosk. Exit surveys were offered in English and Spanish, with 2,783 responses collected via kiosk and 167 responses collected via interview. Most of the surveys and evaluation instruments included demographic questions, which allowed us to gather information about visitors' race, gender, and other details. As had been hoped, these data show that the Museum attracted and engaged with a more diverse audience during the run of RACE than it had previously, one of the primary objectives. Zip code responses also indicated that, while most visitors were from NC, the exhibition drew visitors from 45 other states as well.



The Museum has been gathering visitor demographic data for several years. Prior to hosting the RACE exhibition, about 11 percent of Museum visitors reported their race as Black or African-American. Within the RACE exhibition, however, more than 26 percent of visitors reported their race as Black or African-American. Combined, non-white visitors made up more than half (54 percent) of the visitors to the RACE exhibition.

The exit survey data showed that visitors were impressed with and transformed by the RACE exhibition. 89 percent said they would recommend RACE to others, and 83 percent reported that the exhibition taught them something new about race. As one respondent said, “I loved the exhibit. It gave great information and really made me think about my own views. My favorite part was reading the cards from visitors about how race has an effect on their lives.”

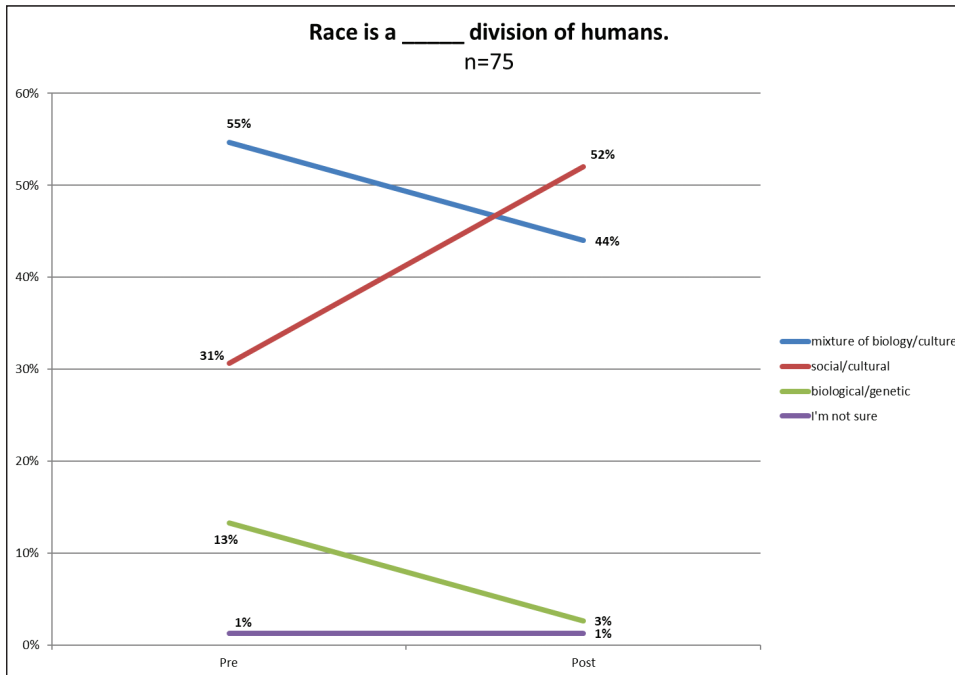


In addition to satisfaction data, the exit survey attempted to measure how and to what extent the exhibition changed visitors' thoughts, feelings and opinions about race. More than 70 percent of respondents reported that the exhibition helped them feel empathy for people of other races.

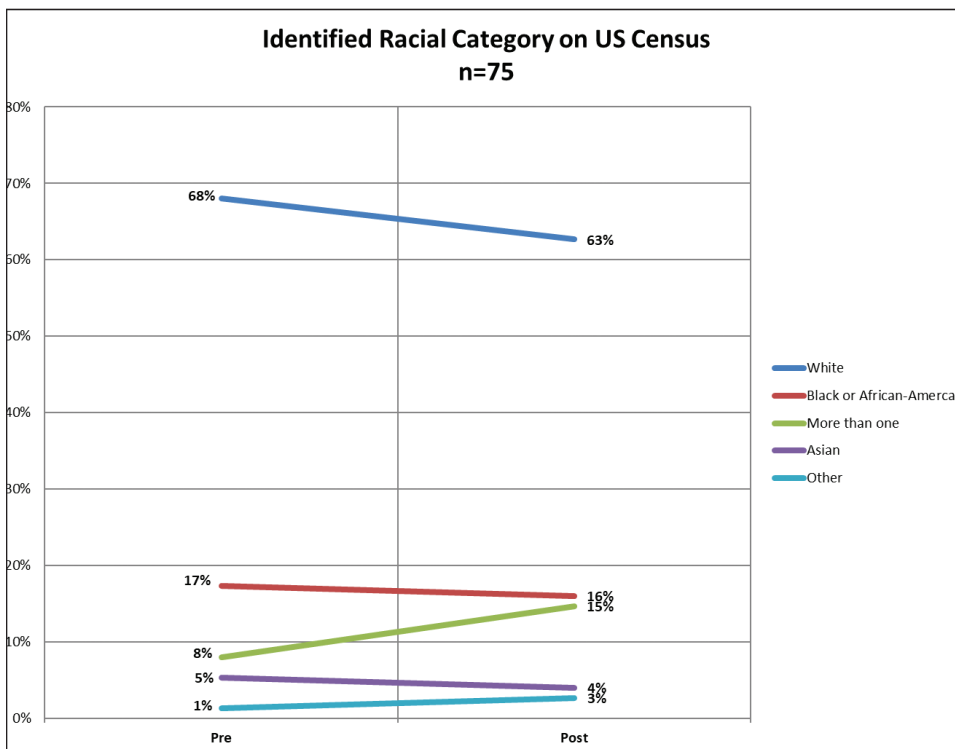
During selected RACE events, Museum staff and volunteers collected feedback from participants via interview and paper surveys. The results indicated high satisfaction among respondents, as well as increased diversity in the demographics of visitors to those events. After the (W)rap on Race Town Hall event in August, for example, a whopping 99 percent of respondents either agreed or strongly agreed with the statement “Tonight’s topic was important.” During the Rhythm of Race event in June, many visitors said they would like to see similar events in the future.

In a special study developed with the Duke University Center on Genomics, Race, Identity, Difference’s (GRID) Dr. Charmaine Royal, Museum staff and interns tried to quantify how much the RACE exhibition changed visitors’ understanding and emotions related to race. In this “Pre-Post” study, 75 visitors were interviewed both before and after viewing the exhibition, answering the same questions in both interviews. Results of this study are still being analyzed; however, initial analysis has revealed some significant findings.

THE EVALUATION: AN EXTRAORDINARY LOOK AT RACE



The Pre-Post study revealed a decrease in the number of visitors who concluded that race is a “biological/genetic” division, while the number who indicated race was a “social/cultural” division increased dramatically.



The most surprising finding from the Pre-Post study was that some visitors even re-considered how they would classify their own race after viewing the exhibition.

To study the effect of the Cultural Conversations program, surveys were emailed to conversation participants after the fact. More than 200 participants responded to the survey, and a remarkable 95 percent of them reported that they would recommend the program to others. 93 percent gave the program 4 or 5 stars (out of 5).

The Museum's own staff also participated in the survey process. Employees completed paper surveys during periodical staff training sessions during the run of the exhibition. A clear majority (89 percent) agreed or strongly agreed with the statement "This training helped me understand what racism is" and 74 percent agreed or strongly agreed with "This training helped me understand how to create and promote a safe environment free from prejudice." One staff member commented: "I really enjoyed this training and listening to how my colleagues feel about our RACE exhibit and race in general. The training helped me understand how I can help the racial/discrimination problems going on in our communities on a daily basis."

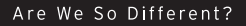
In total, 3,545 visitors and staff responded to surveys or other evaluation instruments during the run of the RACE exhibition, making it one of the most thoroughly evaluated featured exhibitions in the Museum's history and setting a high bar for both the depth and breadth of the evaluation data collected.

Visitor Quotes

Within RACE, there were four stations distributed throughout the exhibition that asked visitors to tell a story or answer a question about their thoughts, feelings, or opinions about race. The best comments and stories from visitors were displayed in binders at each station. A small selection of visitor quotes from those "comment cards" is included below.

"People ask me where I'm from and I respond with 'Cary' then they ask 'no, no, where are you originally from?' and I respond with 'Cary' again. I guess people can't grasp that a black-Asian Indian mix is from Cary, NC."

"I am a human being who is filled with love, enjoys living life, and takes pride in being an earth person. I am one who is made up of organ systems, cells, and a dash of sugar."



A Project of American Anthropological Association

THE EVALUATION: AN EXTRAORDINARY LOOK AT RACE

**“I am 100% made of Earth and to there I will return. I am you. You are me.
I am Puerto Rican, French, Portuguese, Spanish, Native American, Italian,
African American. I love it ALL!”**

“My ancestors were from many places and if you saw me you might say I’m white. But I say there is only one race, that I’m part of it and it’s called the Human Race.”

Written in Khmer (Cambodian), translation below.

My name is Meta. I am from Phnom Penh and I have many problems and difficulties. But I am happy when I came here. I have seen things that I have never previously seen. When I looked at those things I felt that I know everything on the globe which is not small but it is beautiful. Long time ago, I want people over the globe to help keep the world better. If I have an opportunity, I improve this world, help people who need my assistance if I can.

[illegible]

THE EVALUATION: AN EXTRAORDINARY LOOK AT RACE

"I no longer accept a hyphen. I am American. Period."

"Schools still operate as supposedly 'neutral' spaces, but they are not. Many times, my history, epistemology and identity as a person of color is rendered invisible. It wasn't until recently that I realized that this is why I was silent in class - not because I had nothing to say, but because the classroom presumed I had no voice."

"I'm an African-American girl and people tend to say I act white.
You can't act a color."

私は日本人です。

16才です。

留学生として1年間アメリカに来ました。

私は、皮膚の色を気にしません。

みんな人間です。

Written in Japanese, translation below.

I am Japanese. I am 16 years old. I am in America for one year as an International student. Skin colors don't mean anything to me. We are equal as human beings.

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Emily Grant	NC Museum of History
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Exhibit at Raleigh museum explores issues of race

Raleigh museum explores race through history, science

Capital Tonight Interview: Race Exhibit

Museum event celebrates rhythm of race

Don't Miss "Rhythm of Race" This Weekend in Raleigh...Free And Great For The Entire Family

G. Yamazawa comes home to 'North Cack'

Genre-Bending Musician Shana Tucker Returns to NC

Genetic Testing Conjures Up New Questions About Race

WRAL News special: Race - Are we so different?

Whiteville museum celebrates diversity through "Color of Harmony" special

Communique: Lakota John & Reggie Harris Perform At Whiteville Museum | "Color Of Harmony"

Museum to host presentation on minorities, women being underrepresented in STEM fields

Connecting Black Communities to Nature



Are We So Different?

A Project of American Anthropological Association

SELECTED MEDIA HIGHLIGHTS

Museum hosts STEM opportunity fair for minority students

Interactive exhibit at Raleigh museum explores race

This STEM program for minority kids works toward ‘no more hidden figures’

“(W)rap on Race” Town Hall with Greg Fishel held at NC Museum of Natural Sciences, Aug. 31

RACE: Fostering Empathy

Understanding race: Duke faculty assist State Museum on Exhibit

Race in the US: Where do we go from here?

RACE: Fostering Empathy

Posted August 15, 2017

By Meg Buckingham, Triangle Community Foundation

What does the word “race” mean to you?

At the start of summer, Foundation staff and board members spent an afternoon reflecting on that question and more, as we toured the RACE exhibit at the North Carolina Museum of Natural Sciences in downtown Raleigh. As a part of our ongoing work on equity, both externally and internally, the Foundation was one of the many sponsors who helped bring this poignant exhibit to our region, and it was our turn to be immersed in the discussion.

“RACE: Are We So Different?” is a traveling exhibit, a project of American Anthropological Association, that looks at race through the lens of science, history, and personal experiences to promote a better understanding of human variation. Interactive exhibit components, historical artifacts, iconic objects, compelling photographs, multimedia presentations, and attractive graphic displays offer its many visitors an eye-opening look at this important subject matter that we should no longer ignore. The museum’s website states that the RACE exhibit “tells the stories of race from the biological, cultural, and historical points of view offering an unprecedented look at race and racism in the United States,” and as a staff, we couldn’t agree more. “This exhibit was a powerful reminder for me that race is an invented system strategically used to maintain power while keeping others without,” said Laurel Shulman, Foundation Donor Services Associate. “It made me think that keeping these invisible systems top of mind is necessary if we hope to impart real change in the Triangle.”

The exhibit conveys three overall messages throughout the five rooms of intense information. That race is a recent human invention, that race is about culture, not biology, and that race and racism are embedded in institutions and everyday life. It wasn’t an easy exhibit to get, and the museum is proud to be hosting it now, for very important reasons. Emelia C. Cowans, Assistant Communications Director for the North Carolina Museum of Natural Sciences, elaborates. “We started this process eight years ago. This exhibit is expensive, it wasn’t particularly on mission, and we needed the support of the community and sponsorships to make it happen,” she said. “But we saw a real need so we fought for it, and in the long-run, we were overwhelmed with support. I knew that this exhibit would attract visitors that are more reflective of the community we are here to serve, and that it would encourage people of all races to start having transformative conversations and experiences. I’m happy to say that we have never been more spot on.”

SELECTED MEDIA HIGHLIGHTS

Spot-on is exactly right. Since the exhibit opened in the spring, thousands of people have walked through its doors. And the demographics are strikingly different than before this exhibit arrived – over 50% of people who have visited are not identifying as white. But more striking is the feedback they are receiving from visitors as they leave. “What we are seeing is that this exhibit is fostering a new kind of empathy for a lot of folks, people of all races, of all ages. We’ve heard things like – if only all Americans could experience this exhibit. Hate might take a permanent holiday,” Cowans said. “And – it changed the way I thought and felt. Thank you for changing my perspective about race.”

After viewing the interactive exhibit, visitors can sign up to participate in a Cultural Conversation led by trained facilitators that is intended to allow groups to respectfully discuss subject matter that often makes people uncomfortable in the hopes that they will leave with new understanding of race, and its impact on everything in life. Our staff was able to participate in a private conversation, and it was a powerful experience. “Participating in the Cultural Conversation was extremely impactful and left a lasting impression on me,” said Lindsay Harrell, Foundation Controller. “I truly appreciated the authenticity and willingness to share personal experiences from everyone in our group, and feel closer as a result.”

The RACE exhibit is providing a space for something that is desperately needed in our region, in our society, right now, said Cowans about what she’s seen and heard from visitors. “People have a real way to express themselves here! Whether they come to a conversation, or write on a chalkboard, or talk to their child walking through the exhibit – they are expressing how they feel,” she said. “Times have changed. Our society is starting to see a very real identity need – that children of all races, and mixed races, need to belong. To be seen. To see.”

“RACE: Are We So Different?” is open through October, and the museum is hosting several special events that the community is invited to attend. We encourage you to visit, participate in a Cultural Conversation, and spread the word. As a Foundation, we hold equity as a value and strive for it, focusing on people who are most marginalized. We are dedicated to listening and learning about the strengths and challenges of our region, and recognizing the importance of addressing immediate needs and structural barriers. We recognize that this work will never be done, but we will continue to strive for a region where everyone belongs and thrives.

Race in the US: Where do we go from here?

October 10, 2017 03:16 PM

News & Observer OP-ED by Yolanda Moses and Edward Liebow

Hurtful words are sometimes voiced by some of our political leaders, either directly appealing to racist sentiments or thinly veiled in the code of plausible deniability. News headlines from one end of the political spectrum to the other are filled with strong images of peaceful and violent protests.

Some of our elected leaders do not seem to understand that their role is to not further divide a nation that is deep in turmoil, confusion and even fear. We know from organizations like the Southern Poverty Law Center that hate crimes in this country have reached new highs and that international bodies like the United Nations and international human rights groups, such as Human Rights Watch, have begun to question the commitment of this country to social justice for its minority populations.

As leaders in the profession of anthropology, one thing we know for certain is that a country divided like this cannot be the inclusive democracy that it once aspired to be. We think that these divisions can be overcome and we can achieve our aspirations. But this undertaking cannot be done if ordinary U.S. residents, our neighbors and our colleagues at work, for example, do not have the understanding or the tools to change their thinking and their actions around race.

The American Anthropological Association developed a project called “Race: Are We So Different?” that was designed for teachers to talk with students, parents to talk with their children, colleagues to talk with each other about what race is and is not in the work place, and for community organizations and social justice groups to use the information in their work. This material, and a robust award-winning website, contain the information and tools needed for having these difficult conversations. Two books have been produced as well. Three versions of the museum exhibit have been traveling around the U.S. for the past 10 years in over 40 cities. It has been experienced by more than 3 million people. The feedback that we have is that this material with a science base has provided a unique opportunity for people from all walks of life to understand the ways that race operates in this country, both obvious and insidious. “Race: Are We So Different?” tells us that our racial categories have little biological significance, but have been used and abused throughout our nation’s history largely to privilege some, while blocking others from a life of fulfilled experience.

SELECTED MEDIA HIGHLIGHTS

The exhibition is on long-term display at San Diego's Museum of Man and the Science Museum of Minnesota in St. Paul. The six-month run of the traveling version is at the N.C. Museum of Natural Sciences and ends Sunday, October 22. It will be traveling next to Chicago, and next summer it will find a long-term home in Fort Worth, Texas.

Like other cities where the exhibition has traveled, Raleigh has benefited from a robust set of thoughtfully added events, forums, lectures and conversations where a diverse public was profoundly involved. These programs have brought tens of thousands of people who had not been regular museum attendees, and they were in a safe space where residents could ask questions and have conversations they perhaps never had before. It is at these kinds of events that we have seen change happen. People begin to talk to each other across racial, class, age, religious and other kinds of divides.

In addition to museums, we have schools, colleges and universities, as well as boardrooms and workplaces of all kinds where conversations like these need to take place. We need activities that unite us and not divide us. With the exhibition on long-term display in three locations, we are also seeking new ways and opportunities to get this material into the hands of many more people who may want to have these conversations, but do not know how.

The majority of people in the U.S., both white and non-white, know that race relations have worsened. Race is a topic that continues to divide us because most Americans do not understand how the idea of race became a reality that we grapple with every day. Clearly there are those people who do not want to know or understand how deeply the idea of race and racial hierarchies are embedded in the history of this country, but for the majority of Americans who want to know, the expansion of this project to reach more communities is one way for them to begin to learn.

YOLANDA MOSES IS A PROFESSOR OF ANTHROPOLOGY AT UNIVERSITY OF CALIFORNIA, RIVERSIDE AND FORMER BOARD PRESIDENT OF THE AMERICAN ANTHROPOLOGICAL ASSOCIATION. EDWARD LIEBOW IS THE EXECUTIVE DIRECTOR OF THE AMERICAN ANTHROPOLOGICAL ASSOCIATION.

PROMOTIONAL MATERIALS



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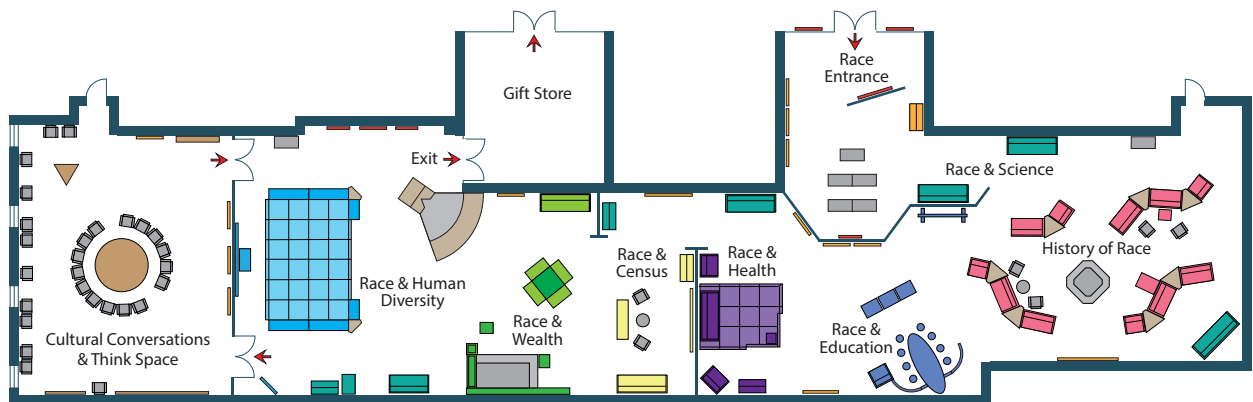
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EXHIBITION FLOORPLAN



Race Entrance

Greeting visitors to the exhibit, the Title Panel rests inside a large photo by Minneapolis photographer Wing Young Huie. As visitors enter the exhibit, they hear the recorded voices of people answering the question, “What is Race?” These voices speak to the complexity of the topic and invite visitors to consider their own answers. As they listen to these speakers, visitors can watch Face Morphing, a provocative and beautiful video created by artist Teja Arboleda.

Race & Science

The idea of race has a complex and convoluted history in the United States and its development over the past few hundred years has left a legacy of misconceptions and confusion about race among many Americans. In a country founded on ideals of freedom and justice for all, notions of race served to rationalize slavery, justify the near-elimination of Native Americans and their cultures, and privilege people viewed as white. Science played a key role in the construction of race, with scientists attempting to classify humans in to a taxonomic system on the basis of presumed biological and other differences. Linking race to biology led to a “race science” that attempted to legitimize race as biological fact and account for differences in peoples’ capabilities and their supposed superiority or inferiority. Not surprisingly, with this confounding history, misunderstandings about race abound.

Components in this area challenge perceived connections between race and biology. The Sickle Cell story clarifies that this commonly perceived “black” disease is actually related to malaria resistance. At the Science of Skin component visitors use a microscope to view their skin up close and explore the evolutionary story of skin color variation. Here, they discover that race is not found in our skin. At the Forensics component, CSI fans hear from a real forensic anthropologist about the challenges of using racial identification in detective work.

Two other interactive exhibits challenge visitors’ beliefs about distinguishing people by race—that sense of “I know who’s German (or East African or Chinese or Mexican or Scandinavian) when I see ‘em.” The Non-Concordance Sorting Game invites visitors to sort people according to traits that scientists historically used to demarcate races. When these categories fail, visitors learn about the inadequacies of these outdated theories. Who’s Talking?, previously seen in Ontario Science Centre’s A Question of Truth exhibit, upends visitors’ assumptions of racial and ethnic differences. Here, visitors will be surprised when they try to match the voice they hear to one of the photos they see in front of them. Artist Kip Fulbeck’s Hapa Project explores the issues of race and racial categories through photographs and the words of people who describe themselves as multiracial.

History of Race

No story of race and human variation in this country is complete without an understanding of how race evolved in the United States. To emphasize the centrality of history in understanding race, four History Stations form the spatial centerpiece of the exhibition. Each station includes collages of images, video, and text positioned to reflect and comment on other exhibit areas.

Facing the Entrance and serving as primer for the history area is Creating Race. Here, a large monitor, photos, objects, and text reflect on the origins of our ideas about race in the United States. The second station, Human (Mis)measure, focuses on the pursuit of “race science” in the 19th and 20th centuries to legitimize racial and ethnic inequalities. Separate and Unequal traces the history of inequality and privilege. It centers

EXHIBITION FLOORPLAN

on the second half of the 19th century, when segregation and ideas of distinct racial categories were set firmly in place. During this time and beyond, white Americans instituted laws and social practices that unapologetically disenfranchised American Indians, many immigrants, and people of African descent. The last station, The Invention of Whiteness, considers “white” as a racial category normalized and sustained over many years. Finally, historical sidebars throughout the exhibit connect the contemporary expression of race and racism with historical antecedents.

Race & Education

A high school cafeteria provides the backdrop for the Youth on Race Video. Displayed on a large projection screen, here young people talk about race, identity, and growing up in contemporary U.S. culture. A blackboard describes differing views on Affirmative Action, and invites visitors to consider their own opinions. Sit at the School Desks to read other stories on race, racism, and education, including those dealing with segregation, disparities in tracking students, and standardized testing biases.

Race & Health

A re-created pharmacy provides the setting for stories of race and racism in the health care system. At the prescription pick-up window, visitors follow a debate about BiDil, the first drug approved by the FDA for one specific ethno-racial group. Nearby, a Blood Pressure Machine allows visitors to test their blood pressure while reading about high blood pressure, a disease that disproportionately affects African Americans. In the waiting room, a table and chairs are home to Reading Boards, which include additional stories about racism in health care access, implicit bias in medical treatment, and other issues.

Race & Census

Since 1790, the U.S. Government has collected racial data in a biennial Census. Racial categories, rules, and regulations resulting from the Census have huge effects on law, policy, medicine, employment, and many other critical realms of American life. Visitors will find an overview of the Census' influential role in American race policy on a panel that describes Why We Have Race on the Census, Anyway. A personal view of the Census comes from profiles of individuals in the Shifting Categories component. Visitors can consider the future of race and its role in our public life at the Future of the Census, where they can vote for how race should be considered in the next Census.

Race & Wealth

This is the first of three areas that highlight a different aspect of race and racism in contemporary life. Here visitors encounter a Rowhouse as a setting for stories about housing practices, land ownership, and wealth. Facing the rowhouse stoop is a Newspaper Box, where “news” arrives in the form of video segments about racism in U.S. housing practices. These video clips highlight the post–World War II era, when federal, state, and local governments fostered middle-class home ownership, but systematically excluded or “redlined” qualified African Americans. In a box on the stoop are Reading Cards that tell more stories about housing, land, and wealth. At a window in the rowhouse is the story of the Taking of Native American Lands in the 19th century and the racism that attempted to justify the near-genocide of American Indians. Piles of Cash shows in graphic form the vast wealth disparities between whites and other ethno-racial groups, while text and photos reveal the story of how those disparities came to be.

EXHIBITION FLOORPLAN

Race & Human Diversity

This area investigates what current science and scholarship tell us about human variation and its connection to ideas about race. A large World Map printed on the floor provides an interactive centerpiece for a cluster of components about human migration, gene flow, genetic drift, and the continuous distribution of human traits across the globe. In one key experience, Traveling Genes, visitors use a computer simulation to experiment with the dynamics of gene flow. The nearby Human Variation Video features scientists discussing what their research reveals about human variation and how it differs from common conceptions of race.

Cultural Conversations & Think Space

This area was devoted to hosting Cultural Conversations, an enlightening exchange of thoughts, opinions and ideas about race in a safe space. For 90 minutes, friends, families and strangers can participate in a dialogue facilitated by local experts in the field of race relations and social justice. This exercise allows for people in small groups (5 to 25 people) to have a meaningful and transformative experience as they reflect on their everyday life experiences with race. Duke University's Center on Genomics, Race, Identity, Difference (GRID) was a generous sponsor of the Cultural Conversations.



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