



Creating Exhibitions in Response to Current Events

Welcome!

The webinar will begin at 2:00 p.m. CT.

While you wait:

1. Download PDFs of the slides and handout under the “Handouts” tab of your control bar.
2. Confirm that your speakers are turned on and your audio is working by doing a sound check in the “Audio” tab of the control bar. Having problems? Exit and restart the webinar, or switch to “phone call” for a phone number and access code to hear the audio through your telephone.

The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources

www.thc.texas.gov/museum-services

On our webpage:

- Webinars
- Workshops
- Grants and Fundraising
- Helpful Resources
- Connect and Learn

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www.thc.texas.gov/museumwebinars

- Affordable and Transportable: Creating and Circulating Compact Traveling Exhibitions
 - Tuesday, October 6, 10:00 a.m. CT

Upcoming Free Webinars from Other Orgs

www.thc.texas.gov/museumconnections

- *Checking Your Closets: Interpreting Queer Narratives in Historic House Museums*, October 5, 11:00 a.m. CT, MANY
- *Fundraising for Digitization*, October 6, 1:00 p.m. CT, CCAHA
- *Storytelling for Impact: Helping Donors Understand the Value of Their Dollar*, October 8, 1:00 p.m. CT, The Nonprofit Times
- *Collections and Facilities: Caring for Your Resources During COVID-19*, October 8, 2:00 p.m. CT, REALM
- *Art and Wellness in Museums*, October 9, 12:00 p.m. CT, Queen's University
- *Fundraising in 2020 and Beyond*, October 13, 2:00 p.m. CT, AASLH
- *New Concepts for Interpretive Planners*, October 14, 12:00 p.m. CT, InterpTalk
- *Advanced Interpretive Planning Concepts: The "Big Picture,"* October 21, 12:00 p.m. CT, InterpTalk
- *Get Found on Google: What Your Business Needs to Do in 2020*, October 21, 1:00 p.m. CT, Marcum LLP
- *How Grantmakers in the Arts are Addressing Current Challenges*, October 21, 1:00 p.m. CT, Candid
- *Nightmare at the Museum*, October 29, 6:00 p.m. CT, AAMI

Margaret Koch
Director, Bullock Texas State History Museum



THC Webinar Part 1
Margaret Koch
October 1, 2020

Creating Exhibitions in Response to Current Events

Poll #1

Are you considering
or have you created
initiatives related to
COVID-19 or 2020
activism?



Austinites paying tribute to Dr. Martin Luther King, Jr. after his
assassination. Photo by Ed Malcik, April 4, 1968, AS-68-59915-005
Austin American-Statesman Photographic Morgue

Let's talk about

- Mission and response in order to contribute in a meaningful way to community needs.
- Taking a concept from development to implementation.
- Approaching stakeholders with the expertise and resources to assist.



Hurricane Harvey image by NOAA satellite taken August 25, 2017 at the hurricane's peak on the Texas coast.

Poll #2

What obstacles
might you face in
responding to
current events?



Tornado over Texas State Capitol, May 4, 1922;
(<https://texashistory.unt.edu/ark:/67531/metaph123852/m1/1/>: accessed
September 28, 2020), University of North Texas Libraries,
The Portal to Texas History, <https://texashistory.unt.edu/>;
Austin History Center, Austin Public Library.

At the end of this hour, you should...

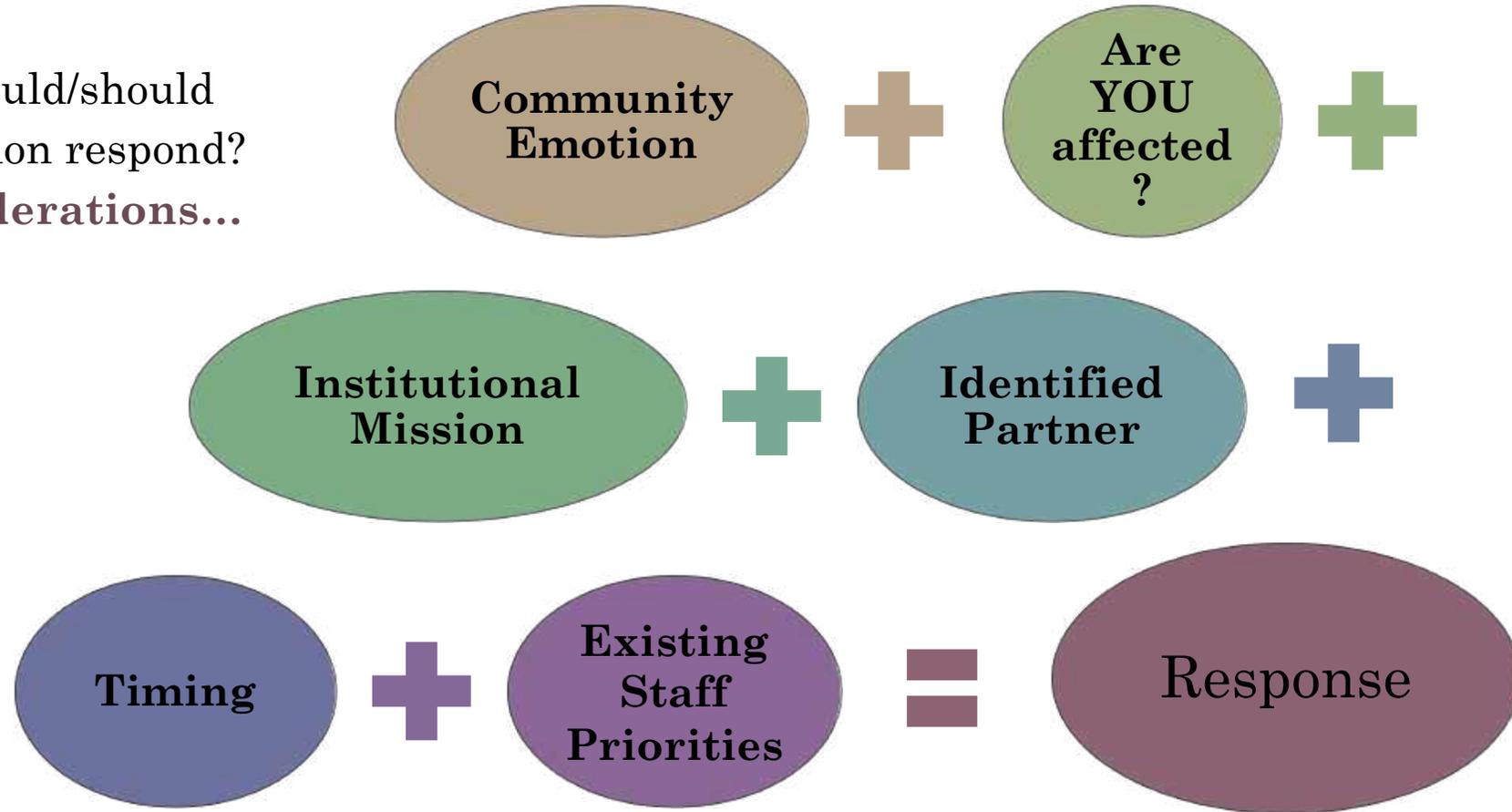
- Be inspired to respond to community events.
- Be empowered to develop partnerships that make relevant projects easier.
- Feel confident in creating a checklist of practical milestones to identify and implement your initiative.
- Connect community needs with your organizational mission (and vice versa).

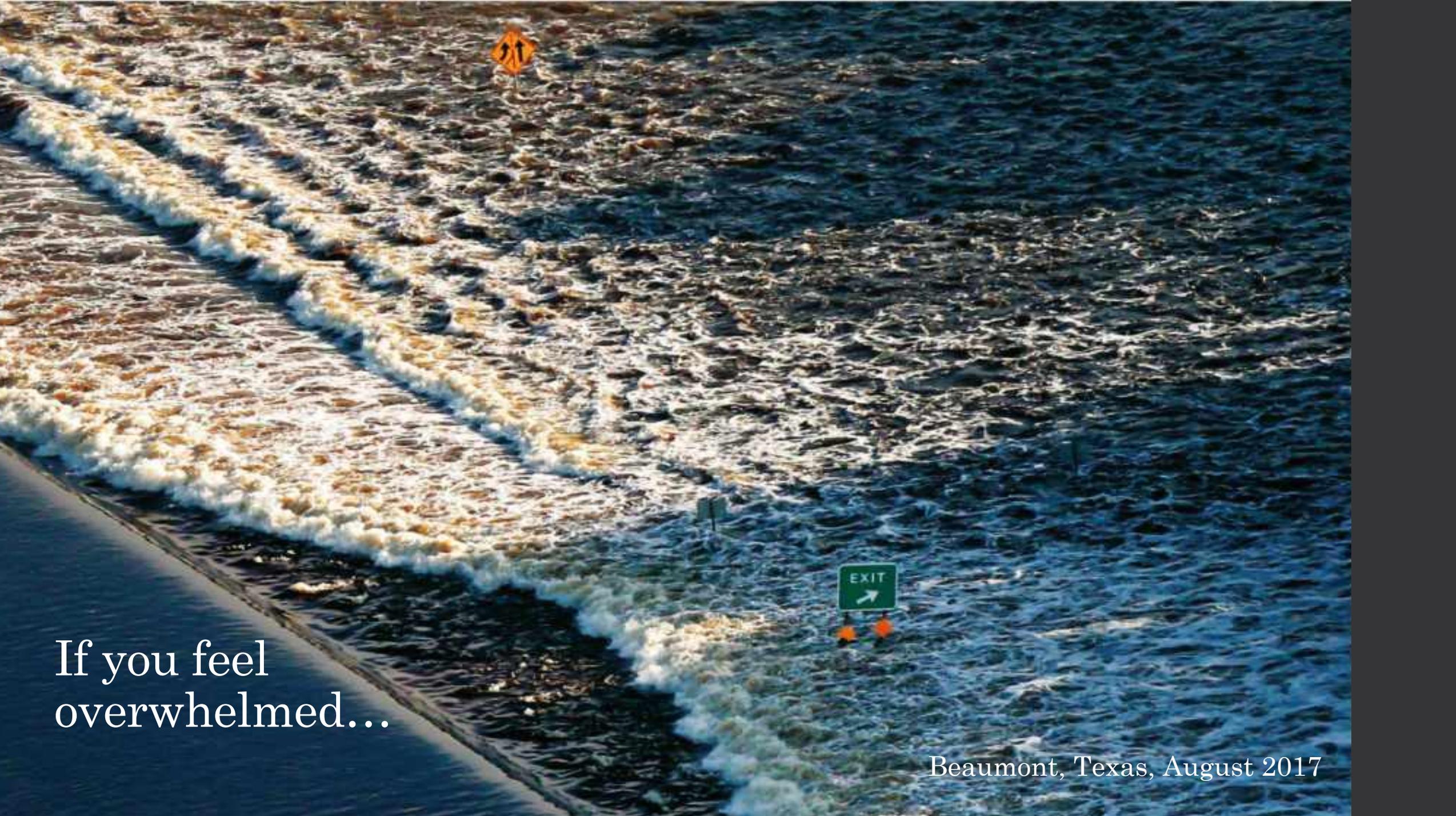


Voices From the Storm Exhibition at the Bullock Museum, 2017.

An event occurs and inspiration strikes...

In what way could/should
your organization respond?
6 basic considerations...





If you feel
overwhelmed...

Beaumont, Texas, August 2017

Repeating...

Examine your resources, as well as potential short- and long-term **RISKS** and **BENEFITS**.

Is it OK to try it and fail?

Do you already have a good relationship with the community?

Is it OK to say “No” to moving forward?

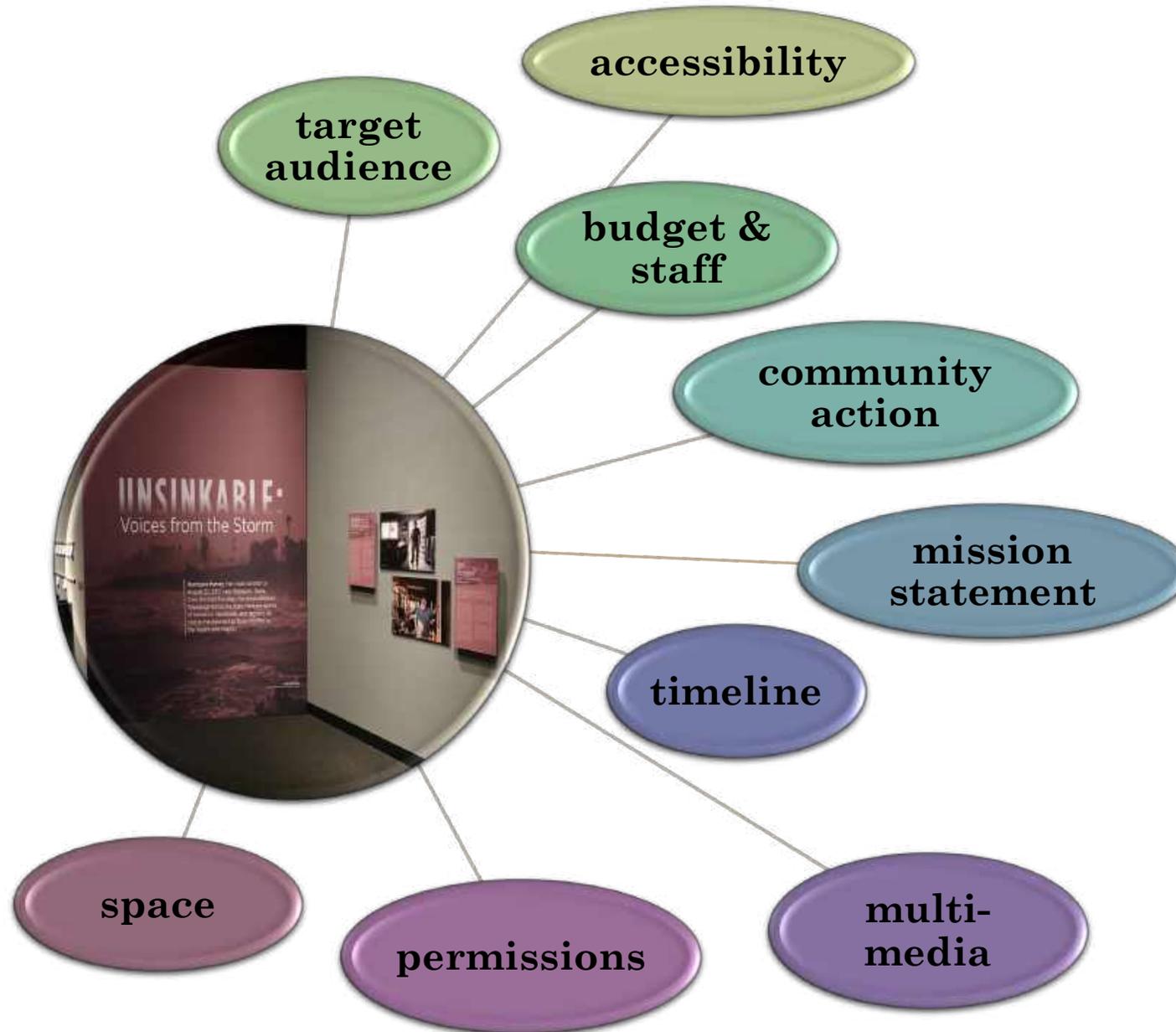
The Initiative Type

What is reasonable/feasible with the resources that are available to you?

Online/Onsite/Both or Offsite?



Exhibition Planning



INSINKABLE

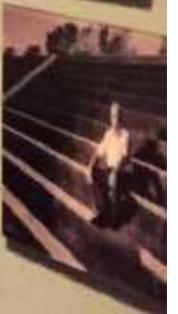
Voices from the Storm

Hurricane Harvey first made landfall on August 25, 2017, near Rockport, Texas. Over the next five days, the storm affected thousands across the state, with dire stories of destruction, devastation and recovery as told in the reports of Jesse Moulton by the Texans who lived it.

Gretchen Smith



Wanda Knight



"No force of nature is more powerful than Texans helping Texans." Gov. Greg Abbott

Your Voices



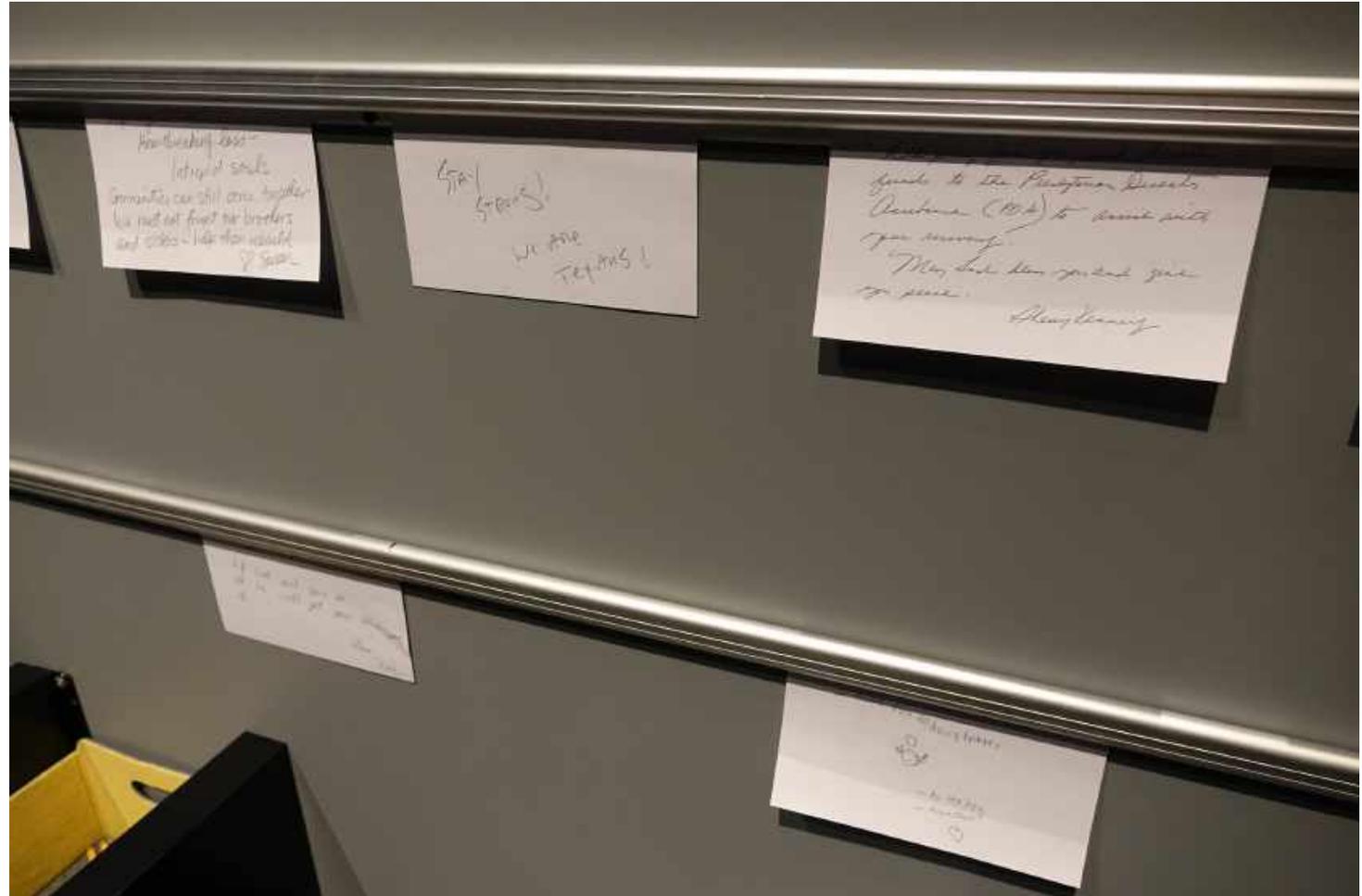
Large Format Impact



Audio in Gallery or QR code?



Visitor
input
while on
display?
Long-
term?



Marketing Responsibly

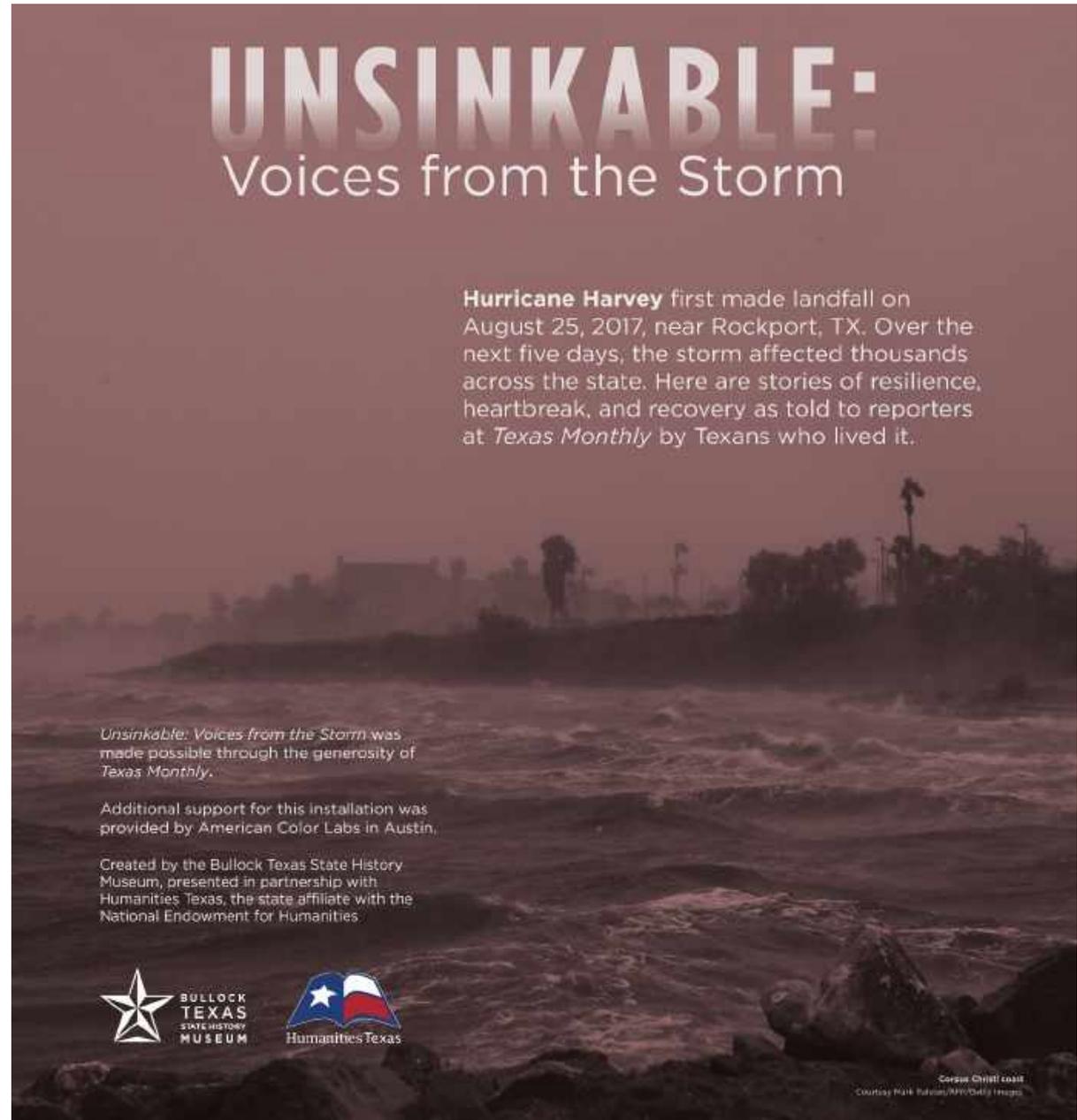
What do you want your audience response to be?

What is your motivation?

What credit is your sponsor expecting?



Give Credit Where Due



Heroes from the Storm | Bullock Texas State History Museum

Watch later · Share

DJ MR ROGERS TRAE THA TRUTH

Visit The Museum Discover Texas History Online Education Programs and Resources Get Involved Membership and Support About The Bullock Museum

Gabi Wager Hurricane

Sherrill Pool Elizondo The Weather

Over five days in August 2017, Hurricane Harvey battered communities from Rockport and Port Lavaca to Houston and Beaumont along the Texas coast before moving on to Louisiana. An estimated 13,000 Texans were rescued and another 30,000 displaced, with 81 recorded fatalities.

Texas Monthly dedicated their October 2017 issue to stories of loss and recovery in the wake of the storm. The magazine created this video highlighting a sampling of the

SPECTRUM NEWS

LATEST NEWS WEATHER TRAFFIC & GROWTH AROUND AUSTIN PUBLIC SAFETY POLITICS OUR JOURNALISTS

DECISION 2020 Six Democratic presidential candidates will debate on January 14.



Bullock Museum launches month-long Hurricane Harvey exhibit

BY VICTORIA MABANAH & ROBERT VAUGHN | AUSTIN

Austin Exhibit Showcases Hurricane Harvey Survivors' Stories

Personal stories of Hurricane Harvey survivors, first responders is the focus of upcoming exhibition at Bullock Texas State History Museum.

By Tony Cento, Reton Staff
Nov 7, 2017 7:57 pm CT

Like 7 Share

Reply



AUSTIN | JANUARY 13, 2020 | 4:05PM CT 59°

WATCH LIVE | LOG IN

Search



That's a word that describes the survivors the name given to an upcoming museum for personal narratives in weathering the

Monthly, the exhibition [Unsinkable: Voices](#) at the Bullock Texas State History Museum

What's on your
mind?

Sage Advice
from workshop
participants...



Tyree Finley, courtesy of Texas Monthly

- Keep it simple and think about who is in your community.
- LISTEN to PEOPLE.
- Be sensitive to the state of mind and those affected.
- Involve members in the planning and execution. Be honest with what you are able and willing to do.
- Be flexible and accessible.
- Be timely, but don't rush.
- Be honest and prepared for some not to like it.
- Align scale/scope with lead time.
- Seek diverse community input.
- Have your permissions and licenses in order, for onsite and online use.
- Just do it.



Tyree Finley, courtesy of Texas Monthly

Poll #3

Do you feel better equipped now to make decisions about responding to current events?





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Contact us.