

Program Planning Form AHC Museum Education Class

Updated February 2019

Program Name: Civil rights in Atlanta

Proposed dates/times: Program would be available for the month of February to coincide with Black history month.

On-campus or virtual program? The program would be virtual.

Name of program developer: Sarah Craig

PROGRAM BASICS

Brief Program Description:

The program would show the many unique ways that the civil rights movement shaped Atlanta. Using the sets in the Gather Round Exhibit. The Program would explore what life was like during this time using a series of pre recorded clips that would be played by the education staff member that would oversee the experience. This experience would be a museum theater piece.

Educational Objective:

To inform the students on the impact of the civil rights movement on the city of Atlanta as well.

SS5H6 Describe the importance of key people, events, and developments between 1950- 1975. a. Analyze the effects of Jim Crow laws and practices. b. Explain the key events and people of the Civil Rights movement: Brown v. Board of Education (1954), Montgomery Bus Boycott, the March on Washington, Civil Rights Act, Voting Rights Act, and civil rights activities of Thurgood Marshall, Lyndon B. Johnson, Cesar Chavez, Rosa Parks, and Martin

Luther King, Jr. c. Describe the impact on American society of the assassinations of President John F. Kennedy, Robert F. Kennedy, and Martin Luther King, Jr. d. Discuss the significance of the technologies of television and space exploration.

SS8H11 Evaluate the role of Georgia in the modern civil rights movement. a. Explain Georgia's response to Brown v. Board of Education including the 1956 flag and the Sibley Commission. b. Describe the role of individuals (Martin Luther King, Jr. and John Lewis), groups (SNCC and SCLC) and events (Albany Movement and March on Washington) in the Civil Rights Movement. c. Explain the resistance to the 1964 Civil Rights Act, emphasizing the role of Lester Maddox.

Connection to current exhibits, collections, and programs

Gather round exhibit.

Relationship to Atlanta History Center strategic plan

(see http://www.atlantahistorycenter.com/assets/documents/AHC_Strategic_Plan_2017.pdf)

This would relate to the inclusivity part of the strategic plan.

AUDIENCE AND MARKETING

Target audience

5th and 8th grade students

Marketing strategies:

We will market via flyers at schools and internet ads to reach the maximum number of individuals.

Projected attendance:

50-250 children

BUDGET

Anticipated costs (provide budget):

Filming - \$100-\$200

Costumes- \$50-\$300

Total- \$150-\$500

Funding and partnership possibilities (include both cash and in-kind contributions) Earned income expected.

National endowment for the humanities: \$300

Georgia council for the arts: \$200

Admission: \$200 for the first 50 students add on \$ 50 for up to 50 additional students. Title 1 schools receive 50% of regular rates.

Total: \$700 with a profit of \$200

PROGRAM DETAILS

Detailed program narrative:

The first 30 minute of the program will be an overview of the civil rights movement to make sure that all the students are on the same level when it comes to the civil rights movement. The next hour will be an immersive experience that explores the civil rights movement in Atlanta. They will explore sit ins that happened in Atlanta. For this the lunch counter in the Gather round exhibit may be used to film clips of a staged sit in or historic clips could also be used. After this the event leader will explain what sit ins were used for and what some of the protesters went through. They could also talk about SNCC and how they moved their headquarters to Atlanta and what all the group accomplished. The students will then be shown a speech done by Martin Luther King. The event leader will talk about how influential he was, especially in Atlanta. Finally, the program would conclude with a 30 min time for the students to ask questions to the event leader.

Program Schedule:

10am-1030am- main event lead will lead an overview of the civil right movements so that the students have a general background of the movement.

10:30-11:30- Main Program starts and runs for 1 hour

11:30-12- this time will be available for students to ask questions

Program set-up (include technology for virtual programs):

The program would take place on Zoom. All students will be muted and have cameras turned off until after the program is over. During the last 30 minutes the student will be allowed to unmute and ask questions.

Technology needed for the program: computer, cameras, microphone and green screen.

Number and type of Staff Needed (Include Planning and Production/Day of Event):

For planning and production we would need a team of 5 staff members. We would need 2 staff for script writing. 3 staff for filming and editing.

On the day of the event three staff members would be needed. One staff member to lead the event, one staff member to run the technology aspect. One staff member monitors the chat with the students.

Any other program logistics