

B. Proposal Narrative

1. Humanities Content

Science fiction is often regarded as the literature of the imagination, but it was here in Southern California that the worlds of speculation, science, and society overlapped in ways that helped to change the world.

Pasadena Museum of History will present an exhibition, along with related programming, titled *Dreaming the Universe: The Intersection of Science, Fiction, & Southern California*, which will explore the history of science fiction in Southern California from 1930 to 1980, and how it interacted with the advances of science, the changes in technology, and shifts in American society. Characterized by exploration in both literature and the visual arts, science fiction often dealt with “the other” in fictional settings, and this had the potential for leading to interactions not common in other fields. People of different ethnicities, gender relationships, cultures, politics, religions, and more were examined in speculative settings before similar real-world differences were acceptable parts of mainstream society. Science inspired the genre, but in return, the genre also inspired science and culture, as ideas led to reality. Science fiction was a “safe” place to examine differences, even when “different” couldn’t live next door.

Exhibition visitors and program participants will explore the fascinating melding of science and the humanities that took place in Southern California. The story begins in 1930, when the adventures of the fictional space hero Buck Rogers were beginning to nationally popularize science fiction in comic strip and print stories, followed later in movies, radio, and television. During this decade, Southern California’s unique position as the center of the film industry was a magnet for writers and artists, and it also had begun its influential rise in the sciences and aerospace engineering. In Pasadena, a few miles away from Pasadena Museum of History, the first testing of rockets began in the Arroyo Seco, leading to jet propulsion and space travel, among other things. The region attracted a diverse group of dreamers: scientists, artists, writers, filmmakers, and creators of all kinds. Whether they came for the climate, for work opportunities, or to escape the growing troubles in Europe, they helped to form a pool of creative energy that spawned interactions not possible in other places. This led to everything from the world’s oldest science fantasy organization to the list of major science fiction writers who started out at Pasadena’s California Institute of Technology.

The parallel worlds, alternative universes, and culturally unique societies depicted in science fiction contrasted sharply with cultural and political norms of the day. For example, although Southern California wasn’t officially segregated, many homes had covenants which restricted their sale to members of certain ethnic groups or religions. Writers of genre fiction were assumed to be white, Protestant Christian, and male, writing for a similar audience, even if this was never true. By 1980, the end of the exhibition, housing covenants were a thing of the past, as was the assumption that both writers and readers of speculative fiction were all of one ethnic and cultural group. Science fiction in visual media was portraying worlds in which more diverse faces were visible, and the pool of writers and artists was coming from a wider group.

The exhibition will be installed in the Museum’s 2,000 square foot gallery and will feature historic artifacts, fine and graphic art, books and ephemera, and historic photographs. The Humanities Advisor, Nick Smith, will oversee the storyline and exhibition development, and will write all of the text. Visitors will be able examine both the creators and the “consumers” of science fiction, the fans of the literature, art, and media. The diversity of each group will be explored and how their differences interacted with and inspired scientific and technological advances. Some dreams inspired by science fiction, such as how technology might lead to

universal peace and prosperity, have yet to succeed but continue to resonate. Some speculations, such as how an artificial language like Esperanto might be the wave of the future, also failed. Still, it was the act of speculation itself which is at the heart of the story that will be told in the exhibition.

In addition to showcasing loans from institutions and private collections in the exhibition, original humanities content will be created through oral histories to be recorded as part of the exhibition. Writers, scientists, artists, and fans with connections to Southern California will be interviewed, with the goal of tying the stories together and preserving the memories of the older members of the science fiction community. These oral histories will form part of the visitor experience, and will later be archived in their entirety and made available online.

Other humanities advisors will include our Exhibition Partners (Los Angeles Science Fantasy Society, members of STEAM18, The Planetary Society, and Unbound Productions) as well as an Advisory Committee comprised of professionals from the scientific, academic, creative, and science fiction appreciation communities. These advisors will provide connections to the unique scientific, literary, and artistic circles in Southern California to enrich the educational and public programs. A robust complementary programming schedule will encourage visitors to further pursue themes raised in the exhibition, such as issues of race, gender, sexuality; the intersection of actual technological advances with speculative fiction; and speculation with societal and political models. To ensure the continuation and dissemination of the exhibition content, the exhibition text, selected images, and oral histories will be digitized and made available online following the close of the exhibition.

2. Participants and Audiences

This topic will appeal to a diverse and widespread audience, and we anticipate the exhibition *Dreaming the Universe* will draw a large number of visitors. Based on previous experience with well-attended exhibitions, we anticipate attracting in excess of 5,000 gallery visitors during regular open hours. Additionally, we will hold four admission-free community events which will bring in an additional 4,000+ visitors: ArtNight Pasadena (March); Museums of the Arroyo Day (May); Happy Birthday Pasadena (June); and a Family Free Day (August). Exhibition-related public programming, as well as outreach to schools and community groups, will further encourage attendance. Based on the level of enthusiasm already shown for this exhibition, as well as on the large amount of community outreach involved, we aim to welcome over 10,000 visitors during the duration of the exhibition. We will continue the momentum after the exhibition closes by continuing related programming and digitizing our exhibition content and oral histories to make them permanently available online.

We have an opportunity with this exhibition to reach out to many new constituencies. The Exhibition Partners and Advisory Committee will play a key role in helping to identify these constituencies, which range outside of the Pasadena area, and outside of our usual audience.

The Museum is ideally located near public transportation hubs and has ample free parking available. Our partnership with the Pasadena Unified School District ensures that fourth grade students in the district have the buses available to visit the Museum. Themes from the exhibit will be incorporated into the regularly scheduled school tours.

PMH recognizes that not all community members will be able to pay for admission. With this grant, the Museum will be able to reinstate Community Wednesdays, offering free admission every Wednesday to individuals who live, work, or go to school in the surrounding community. Additionally, no visitors are ever turned away for lack of money. Student groups pay nothing for

tours of our exhibitions and the Fenyes Mansion. All educators are offered a free Museum membership, which includes free admission and discounted programs. Heavily-advertised free events including ArtNight Pasadena, Museums of the Arroyo Day, and Happy Birthday Pasadena ensure that all residents, regardless of income, feel welcome at PMH. This grant will also allow us to engage the neighborhoods in Northwest Pasadena, the childhood home of African American science fiction author Octavia Butler, through a Neighborhood Night where the Museum's neighbors will be invited free of charge to view the exhibition and hear about the Museum's other offerings. **In all, we anticipate that at least 50% of our estimated audience will be able to visit the exhibition for free.**

In an effort to engage a wider audience, we will partner with a local venue to offer free admission to our science fiction panel discussion which we anticipate will exceed the capacity of our conference room. Additional community outreach and promotions include free admission passes for school-age children and their families; satellite marketing in public gathering spaces throughout the City (including libraries, community centers, shopping hubs); and targeted discount offers in collaboration with select events and institutions in Pasadena and neighboring communities.

3. Outreach and Publicity

Dreaming the Universe is carefully planned to take advantage of a unique opportunity in the city: the citywide initiative STEAM18. This year-long initiative will foster activities and curriculum that allow audiences to discover the world of space exploration inspired by the 2018 COSPAR (Committee on Space Research) Conference in Pasadena. Every significant science, education, and arts organization in the city has agreed to collaborate on programming, resources, and outreach. These partnerships offer an unparalleled opportunity to expand the Museum's publicity and outreach for the exhibition.

The Museum's publicity and outreach plan is a multi-pronged effort incorporating print, online, and broadcast media, community publications, the internet, and satellite marketing. The Museum's Media Consultant will actively seek to place feature articles and exhibition/program listings in print and electronic media, including, but not limited to, regional daily newspapers; more than two dozen weekly newspapers and news magazines servicing Southern California communities; foreign language and ethnic newspapers; publications at educational institutions; special-interest community publications; and regional magazines. Broadcast media coverage will be sought in the form of live radio interviews and inclusion in news segments of cable and network television programming.

Online outreach begins with the Museum's website (www.pasadenahistory.org) as well as through the Museum's monthly e-Calendar sent to more than 4,200 subscribers. Exhibition curator and Humanities Advisor, Nick Smith, will contribute to the Museum's blog with exhibition-related posts, which will be publicized via social media and other web outlets. The Museum's blog posts are often re-published by local media outlets, potentially reaching thousands of additional viewers. Additionally, social media will be regularly utilized to publicize highlights of the exhibition and related programming and events. The Museum's social media presence currently reaches 2,000 followers on Twitter and over 3,000 on Facebook. Awareness of the exhibition will be further enhanced via strategic marketing in public spaces throughout the city. Finally, the Advisory Committee and Exhibition Partners will actively assist with publicity through their own social networks. The Museum will publicize the exhibition at the popular regional science fiction conventions and events, as well as in related demographic groups and gatherings.

4. Activities

Dreaming the Universe is carefully planned to enable our visitors to understand and explore the significance of science fiction in Southern California. An ambitious exhibition and programming effort such as this requires a two-year planning period prior to opening the exhibition.

Humanities Advisor Nick Smith and Project Director Laura Verlaque began researching and planning the exhibition in 2016. Southern California has several archival repositories with significant holdings related to science fiction, such as the Eaton Collection at University of California, Riverside, the ONE National Gay & Lesbian Archives at USC, the Octavia Butler Collection at the Huntington Library, in addition to the archives available at Pasadena Museum of History and Los Angeles Science Fantasy Society. In July of 2016, Smith presented a lecture to Museum Members on the topic, soliciting useful early feedback and suggestions. Museum staff and our Humanities Advisor joined the STEAM18 initiative in the fall of 2016, and began meeting with all the members to strategize collaborations and outreach. Additionally, our Media Consultant began the long-lead promotion of the exhibition and will continue to implement our marketing and publicity plan.

By early March 2017, Verlaque and Smith will begin issuing Advisory Committee invitations and convene the first meeting of this group in April. The Committee's function will be to help identify exhibition themes and storyline, identify and reach out to potential lenders, and brainstorm about programming ideas. Verlaque and Smith will contact lenders and programming partners during summer 2017. Additionally, Smith will work with trained volunteers from the Los Angeles Science Fantasy Society to identify and contact potential interview subjects. The fall of 2017 and early 2018 will be spent researching, writing, and editing exhibition text; receiving loans of artifacts for the exhibition; producing supplementary artwork and print matter for the exhibition; conducting oral histories; building audio kiosks; and finalizing programming details. The exhibition will be installed during a two and a half week period in February 2018.

The exhibition will open to the public in March 2018, in time for our first free community event, ArtNight Pasadena. Other large free community days will occur in May, June, and August. In addition to free admission to the exhibition, the Museum will provide themed entertainment and activities on our campus during these events. Our Humanities Advisor will offer curator-led tours by appointment throughout the course of the exhibition and will edit a monthly blog, hosted on our website. Our Director of Education will incorporate themes from the exhibition into regularly scheduled field trips of students from public and private schools. We will partner with community theater group, Unbound Productions, to offer a series of immersive theatrical performances adapted from science fiction stories. In addition, we will host a science fiction-themed series of lectures and/or panel discussions which will run through the calendar year.

After the close of the exhibition in August 2018, the Project Director will edit and make the exhibition text and selected images freely available in an online format. The Museum website will be enhanced to incorporate the permanent hosting of the exhibition content. The oral histories will be preserved digitally in both Pasadena Museum of History's Research Library and Archives and the Los Angeles Science Fantasy Society Library; additionally they will be made available online through the Pasadena Digital History Collaboration website (www.pasadenadigitalhistory.com). Museum staff and the Humanities Advisor will evaluate the impact of the exhibition, and solicit feedback from the Advisory Committee.

5. Project Purpose and Assessment

A) Goals:

- To gather, share, and preserve the history of the science fiction in Southern California; and to raise awareness of the commonalities and differences of experiences within the genre.
- To highlight the interaction of science and technology with science fiction; and the advances each inspired in the other.
- To increase knowledge and raise awareness of the ways in which Southern California has shaped the genre of science fiction; and been shaped by it.
- To forge new relationships and strengthen existing relationships with representatives from Southern California's science and technological communities, educational institutions, culture-bearers, and organizations.
- To attract more than 10,000 visitors to the exhibition and accompanying programs, with more than half of the visitors receiving free admission.

B) Assessment:

The project will be evaluated by several methods:

- The exhibition will incorporate space for audience reaction and visitor feedback, and will provide visitors with an opportunity to reflect on their thoughts during and following their visit to the exhibition.
- Surveys assessing student programs will be collected from educators and fourth grade students.
- Online feedback on social media sites will be assessed.
- A variety of data will be monitored and evaluated, including the attendance figures for both the exhibition and related educational programming; the number of new volunteers brought in as a result of the exhibition; and the number of articles, broadcasts, and other media coverage relating to the exhibition, including social media "views."

6. Project Personnel

Project Director: Laura Verlaque is Director of Collections for Pasadena Museum of History, where she is responsible for changing exhibitions and care, preservation, and access to permanent collections. She holds a B.A. in History and English from James Madison University and an M.A. in the History of Decorative Arts and Museum Studies from Cooper Hewitt National Museum of Design/New School University. She has overseen exhibitions at the Museum since 2014, including *Kites, Wings & Other Flying Things* (2014), *When Johnny Came Marching West: How the Civil War Shaped Pasadena* (2015), *Fabulous Fashion—Decades of Change: 1890s, 1920s & 1950s* (2015), and *Batchelder: Tilemaker* (2016). Prior to joining the Museum in 2006, Verlaque was employed as a Vice President at Christie's, Rockefeller Center and worked in the magazine publishing industry. She is a founding member of the Pasadena Digital History Collaboration and a member of the planning committee for the STEAM18 initiative. Verlaque will oversee the exhibition development and Advisory Committee, coordinate all the loans, supervise the exhibition installation, and direct the programming, marketing, and outreach efforts.

Humanities Advisor and Curator: Nick Smith is President of the Los Angeles Science Fantasy Society, where he has been a member for more than thirty-five years. During that time, he has attended most major (and minor) science fiction gatherings in Southern California, and is a frequent speaker and panelist. He was named the "Fan Guest of Honor" at the 2016 LosCon convention. Smith is also book reviewer for various journals, specializing in graphic novels and scholarly works related to science fiction media. Smith's experiences in the Southern California science fiction community range from editing and art directing *Fantasy Book* magazine in the 1980s to managing the performing arts stages at the World Science Fiction Convention in 1996

and 2006. He attended the California Institute of Technology, where he roomed with future science fiction author Ctein. For 20 years, Smith was part of a singing group known as The L.A. Filkharmonics who wrote, performed, and published song parodies based on science fiction and fantasy. In 2015, he was inducted into the Filk Hall of Fame. In the 1990s, Smith was a host on KPFK's *Hour 25* radio show, which focused on science fiction, fantasy and science. Currently, Smith works in the Youth Services Division of the Pasadena Public Library, where he is the collection development purchaser for graphic novels, and organizes library programs related to graphic novels, manga, anime and media, as well as genre fiction like science fiction and horror. His interests and talents are wide-ranging and in 2015, Pasadena Museum of History recruited Smith to curate the popular and well-reviewed exhibition *When Johnny Came Marching West: How the Civil War Shaped Pasadena*. As curator of *Dreaming the Universe*, Smith will oversee the storyline and exhibition development, as well as write all of the text. He will also head up the oral history project to identify and interview members of the science fiction community.

Director of Education & Public Programs: Brad Macneil has been with Pasadena Museum of History since the fall of 2003. He helped expand and currently facilitates two of the Museum's award winning programs for students from the community, the *Junior Docent* program and *My Masterpieces*. Macneil has curated three satellite exhibitions about local history which were presented at Pacific Asia Museum and the Pasadena Public Library. Additionally, Macneil oversees the Museum's popular annual free community events: ArtNight Pasadena, Museums of the Arroyo Day, and Happy Birthday Pasadena. Prior to joining the Museum staff, Macneil was a co-founder and Director of California Living Histories, an innovative arts workshop taught in the PasadenaLEARNS after-school program. He has a B.S. in Anthropology from the University of Oregon and is an eighth generation Californian and avid student of California history. Macneil will coordinate the educational and public programming related to the exhibition themes.

Media Consultant: Jeannette Bovard has served as Media Consultant for Pasadena Museum of History since 2003. She previously held the posts of Resource Coordinator for Friends Outside in Los Angeles County (1994-99) and Associate Director of Publications and Archives for the Los Angeles Philharmonic Association (1983-1993). As a freelance writer, editor, and public relations consultant, Bovard works with numerous arts and educational organizations including the Association of California Symphony Orchestras, Brentwood School, the Pasadena Symphony, and Warner New Media. She is a graduate of the University of Southern California, where she earned a B.A. in History and a M.A. in Journalism. Bovard will coordinate all of the marketing and publicity for the exhibition.

Advisory Committee: We are inviting up to ten individuals to join the *Dreaming the Universe* Advisory Committee. The committee will meet on a regular basis to assist the project staff in identifying exhibition themes and storyline, suggest and reach out to potential lenders, and brainstorm about programming ideas. Ideally, we would like the committee to have representatives from the space industry, an academic historian, a contemporary science fiction author, a science fiction artist, members of the "fan" community, and individuals involved in film and TV science fiction production.

7. Sponsoring Organization and Partners

Pasadena Museum of History was founded in 1924 to preserve and share the rich history, art, and culture of Pasadena and neighboring communities. It is the only museum and research library devoted solely to the history and culture of the west San Gabriel Valley. The Museum's campus includes the History Center, home to 2,000 square feet of exhibition space, as well as the Museum's Library and Archives; the Fenyes Mansion, open to the public as a historic house

museum; and the Curtin House, a historic building used as a gathering place by many local organizations. The Project Director and Education Manager are employees of the Museum.

Changing exhibits in the Museum's History Center Galleries cover a wide range of topics related to the history and experiences of the area. Additionally, the Museum offers related public and educational programming that further the themes explored in each exhibition. Many of the Museum's exhibitions and programs focus on uncovering "hidden" histories and stories, which reach new and underserved audiences.

The Museum's approximately 20,000 annual visitors come primarily from Pasadena and surrounding communities, but exhibitions and educational programs often draw visitors from the greater Los Angeles area as well as from throughout Southern California. These visitors come from all ethnic, economic, and age backgrounds, and the Museum makes every effort to ensure that the PMH remains a resource and gathering place for the entire community. Our Archives are free to the public, while the History Center and its exhibitions, along with the historic Fenyes Mansion, are opened free of charge for Free Family Days, as well as for larger events such as ArtNight Pasadena and the Museums of the Arroyo (MOTA) Day. In addition to trying to reach low- or moderate-income adults and children through our daily operations and programs, PMH makes a concentrated effort to reach out to area students at both public and private schools. Our educational programs, which draw over 3,000 elementary children every year, work closely with Pasadena Unified School District, where more than two thirds of the students qualify for free or reduced lunches. In addition, about twenty-five percent of visitors are seniors aged sixty-five and above.

Los Angeles Science Fantasy Society (LASFS) was founded October 27, 1934 and is this world's oldest continuously active science fiction and fantasy club. Members of the club have included Forrest J. Ackerman, Ray Bradbury, Robert Heinlein, Jack Williamson, Larry Niven, and Stephen Barnes. Its clubhouse in Van Nuys maintains a private lending library of books, videos and other genre-related materials. It hosts regular meetings, maintains a website and discussion forum, runs the annual convention LosCon (a science fiction/pop culture convention), and publishes monthly newsletter *De Profundis*, a magazine *Shangri L'Affaires*, and two correspondence zines, the monthly LASFAPA (Los Angeles Scientifiction Fans' Amateur Press Association) and weekly APA-L. Other popular conventions such as Westercon, Anime LA, and Gallifrey One originated at LASFS. The club sponsors a children's reading program, Reading Rocketeers, and produces an annual "LASFS Recommended Reading List for Young Readers". The club's weekly Thursday night meeting attracts a crowd of 60 to 100 fans of all ages.

LASFS volunteers will assist with the creation of the oral histories and the LASFS library will serve as permanent repository for them. Additionally, the organization will assist with marketing and community outreach for the exhibition and programming. LASFS members will also be contacted regarding potential exhibition loans and programming ideas.

The Planetary Society was founded in 1980 by Carl Sagan, Louis Friedman, and Bruce Murray. They saw that there was enormous public interest in space, but that this was not reflected in government, as NASA's budget was cut again and again. Today, the organization, under the leadership of CEO Bill Nye, is the world's largest and most influential non-profit space organization. The organization is supported by over 50,000 members in over 100 countries, and by hundreds of volunteers around the world. Their mission is to empower the world's citizens to advance space science and exploration. They realize this mission by advocating for space and planetary science funding in government, inspiring and educating people around the world, and funding groundbreaking space science and technology.

Pasadena Museum of History will partner with the Planetary Society on developing educational and public programming that will be offered in 2018. Additionally, the organization will assist with community outreach for the exhibition.

STEAM18 is comprised of more than fifteen Pasadena-based arts, culture and scientific organizations that are collaborating with the city to highlight the arts and sciences in Pasadena. In 2018, the entire city and its institutions will embark on a year of science, technology, engineering, art, and mathematics (STEAM). They will identify and implement activities and curriculum that will allow their audiences to discover the world of space exploration inspired by the 2018 COSPAR (Committee on Space Research) Conference. Members will be encouraged to enhance the STEAM18 initiative by publicizing and coordinating programs, events, and initiatives. Members include:

- Art Center College of Design
- Caltech Center for Teaching, Learning & Outreach
- Carnegie Observatories
- City of Pasadena Cultural Affairs
- City of Pasadena District 5
- Children's Center at Caltech
- Human Services Commission
- Jet Propulsion Laboratory
- Lightbringer Project
- Pasadena Arts Council
- Pasadena Chamber of Commerce
- Pasadena Education Foundation
- Pasadena Museum of History
- Pasadena Public Library
- Pasadena Unified School District
- Tournament of Roses

STEAM18 will assist with community outreach, publicity, and programming partnerships.

Unbound Productions is a non-profit theater company whose mission is to reimagine timeless stories for new audiences by creating immersive, theatrical adaptations of literature. Since their first full production of *Wicked Lit* in 2009, over 20,000 patrons have enjoyed immersive theatre events at venues ranging from Mountain View Mausoleum and Cemetery, to Pasadena Museum of History, to Barney's Beanery in West Hollywood. Unbound has also presented enhanced staged readings at The Huntington, the Los Angeles Arboretum, Pasadena City College, Long Beach Comic Con and at many other venues and events throughout Southern California. Unbound has produced forty plays and thirty world premieres throughout its history, some of which have gone on to be produced at venues across the country as well as Scotland, England, and Cameroon. Unbound Productions created History Lit to bring a new life to great literature that reflects history in creative ways. In 2011, the inaugural History Lit reading series was produced in conjunction with Pasadena Museum of History and features works by great women writers of the 19th and 20th centuries: Harriet Beecher Stowe's *Two Pictures in One*, Katherine Mansfield's *The Garden Party*, and Charlotte Perkins Gilman's *The Yellow Wallpaper*. Performances took place at the Museum as well as private readings at Los Angeles-area schools.

Unbound Productions will collaborate with the Museum to offer a series of theatrical performances based on science fiction literature.

D. HUMANITIES FOR ALL PROJECT GRANT TIMELINE

Project Title: *Dreaming the Universe: The Intersection of Science, Fiction, & Southern California*

Applicant Organization: Pasadena Museum of History

Project Director: Laura Verlaque

TIME PERIOD	ACTIVITY	WHO IS RESPONSIBLE
January 2016- May 2017 (prior to California Humanities time frame)	<ul style="list-style-type: none"> • Research exhibit topic • Collaborate with Los Angeles Science Fantasy Society, STEAM18 partners, The Planetary Society, and Unbound Productions • Contribute to STEAM18 planning (Pasadena's committee for 2018 year of science) • Lecture to Museum Members on <i>Dreaming the Universe</i> (August 2016) • Identify and invite Advisory Committee members • Promote exhibit on website and in long-lead publications 	<ul style="list-style-type: none"> • Humanities Advisor • Project Director & Education Director • Humanities Advisor & Project Director • Humanities Advisor • Project Director • Media Consultant
June 2017- August 2017	<ul style="list-style-type: none"> • Advisory Committee meetings, 2-3x • Identify and reach out to potential lenders • Work with partners on programming and outreach; STEAM18 planning • Identify and contact oral history interviewee candidates • Print, online, and broadcast media outreach 	<ul style="list-style-type: none"> • All • Project Director & Advisory Committee • All • Humanities Advisor with LASFS • Media Consultant
September 2017-January 2018	<ul style="list-style-type: none"> • Research and write exhibit text • Edit exhibit text • Receive loans of artifacts for exhibit 	<ul style="list-style-type: none"> • Humanities Advisor • Project Director & Advisory Committee • Project Director

	<ul style="list-style-type: none"> • Print photo reproductions and other visuals for exhibit • Plan exhibit related programming and Neighborhood Night • Conduct oral histories • Print posters and collateral material; continued outreach • Launch of STEAM18 programming 	<ul style="list-style-type: none"> • Project Director • Project Director & Education Director • Humanities Advisor • Media Consultant • All
February 2018	<ul style="list-style-type: none"> • Install exhibit • Oversee construction of audio kiosks • E-calendar and social media features; continued outreach 	<ul style="list-style-type: none"> • Project Director • Project Director • Media Consultant
March 2018-August 2018	<ul style="list-style-type: none"> • Exhibit open to public; begin free admission on Community Wednesdays • Offer free admission and activities on ArtNight Pasadena (March); Museums of the Arroyo Day (May); Happy Birthday Pasadena (June); a Family Free Day; and a Neighborhood Night • Offer 2-3 lectures and a panel discussion • Offer curator-led tours • Post first entry in Curator's Blog; regular postings thereafter • Offer 4th grade programming in March, April, and May; collect and analyze surveys • Collaborate with Unbound Productions on a series of theatrical productions • Continued social media posts and outreach 	<ul style="list-style-type: none"> • Project Director • Education Director • Project Director • Humanities Advisor • Humanities Advisor • Education Director • Education Director with Unbound Productions • Media Consultant
September 2018-December 2018	<ul style="list-style-type: none"> • Offer final 1-2 lectures or a panel discussion • Edit exhibit text and select images for online display • Analyze visitor statistics • Assess media coverage, social media views and feedback • Support programming offered by STEAM18 partners 	<ul style="list-style-type: none"> • Project Director • Project Director • Project Director • Media Consultant • All
January 2019-June 2019	<ul style="list-style-type: none"> • Make exhibit text and images available in online format • Archive oral histories and make full audio files available online • Continue partnerships with plans for new collaborative programming 	<ul style="list-style-type: none"> • Project Director • Project Director • All

Project activities for which you seek California Humanities funding must occur between June 1, 2017 and June 30, 2019. However, for illustrative purposes, you may include activities relevant to your project outside this time frame in your timeline.

