

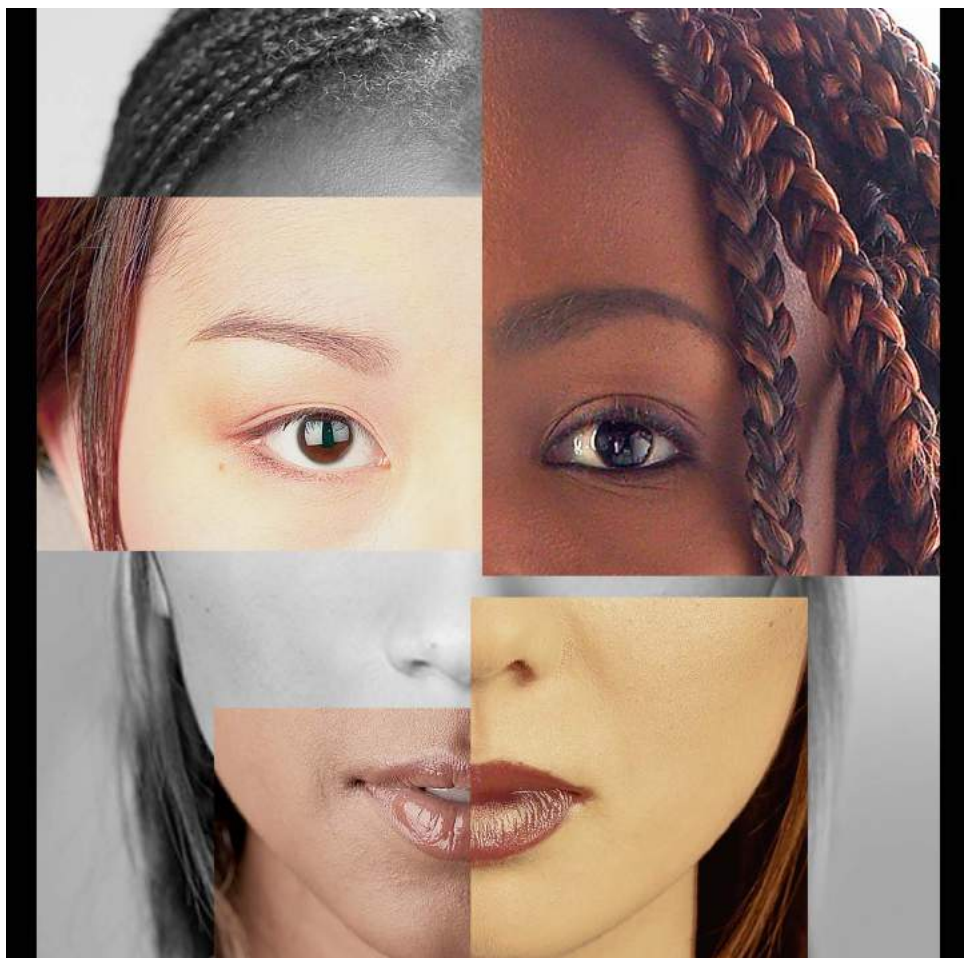
ChicagoHistoryMuseum

MARKETING ROUND-UP

A publication of the External Relations Division



Are We So Different?



Overview

On November 11, the Chicago History Museum debuted our latest exhibition, Race: Are We So Different? In the weeks leading up to opening, and for the duration of the exhibition we will be running print, digital, OOH, and PR campaigns in order to promote the exhibition's run at the Museum.

In addition, we were able to double our Marketing budget with the help of several media sponsorships including; NBC, Univision, iHeart Radio, and TimeOut Media.

Out of Home | CTA Bus Kings & Tails




**EXHIBITION OPENS
NOVEMBER 11**

ChicagoHistoryMuseum
Clark Street at North Avenue | chicagohistory.org/RACE

THANKS TO OUR SPONSORS:





**EXHIBITION OPENS
NOVEMBER 11**

ChicagoHistoryMuseum
Clark Street at North Avenue | chicagohistory.org/RACE

THANKS TO OUR SPONSORS:



Digital & Print | TimeOut

We ran a full page print ad in TimeOut's holiday addition, as well as three dedicated email blasts, billboard and inline ads, as well as sponsored newsletters.




**EXHIBITION OPENS
NOVEMBER 11**

ChicagoHistoryMuseum
Clark Street at North Avenue | chicagohistory.org/RACE




**EXHIBITION
OPEN NOW**

ChicagoHistoryMuseum



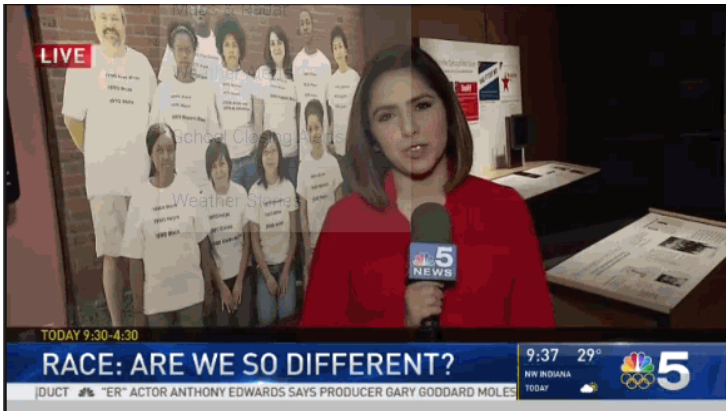


**EXHIBITION
OPEN NOW**

ChicagoHistoryMuseum

Digital & Broadcast | NBC

Our sponsorship with NBC included one in-studio interview, inclusion in on-air Community Connection, web presence on nbcchicago.com and NBC5 Making a Difference Social Media.



Radio, Broadcast & Social | Univision

Our sponsorship with Univision includes 1,612 radio spots which will run from 11/6/17--7/9/18, on-air ticket giveaways, on-air interviews, and social media posts. Hear our radio spots here:

[CLICK TO LISTEN](#)

Print | TimeOut & Chicago Life Magazine



EXHIBITION OPEN NOW | ChicagoHistoryMuseum
Clark Street at North Avenue | chicagohistory.org/RACE



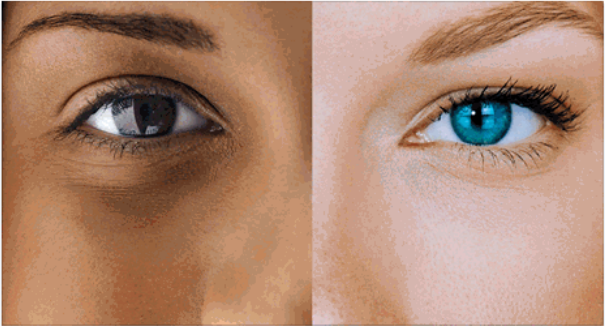
Established in part by The Elizabeth Merce Charitable Trust and Elizabeth Merce Genius Charitable Trust, the "Exhibition Innovation Fund" has provided additional funding for RACE: Are we so different? exhibit.

©2017 NBC5. The Chicago History Museum gratefully acknowledges the support of the Chicago Park Service on behalf of the people of Chicago.



Chicago History Museum
Written by Laura Cusick [?] · November 10 · [?]

"Race" is the first national exhibition to tell the stories of race from the biological, cultural, and historical points of view.




New Exhibition | Race: Are We So Different
It's a simple truth. People are different. Throughout history, these differences have been a source of community, strength, and personal identity. They have also been the basis for discrimination and oppression. The idea of "race" has...
[HTTPS://WWW.CHICAGO HISTORY.ORG](https://www.chicagohistory.org) [Learn More](#)

97303 people reached

Chicago History Museum
Published by Laura Cusick [?] · November 30 at 8:40am · [?]

"Race are we so different?", is an exhibition that provides a platform for all of our audiences to really discuss and engage a topic that has impacted our nation and our city since their genesis."



Race and ethnicity in Chicago
Joy Bivins, director of curatorial affairs at the Chicago History Museum, explores the history of race and ethnicity in Chicago.
VIMEO.COM

24675 people reached [Boost Post](#)



Media Coverage



Top Press Mentions

Broadcast

[La exposicion en el museo de historia de chicago que ofrece una vision sin precedentes de la raza](#)

Univision Chicago - WGB0-DT

11/17/17

Interview with Nancy Villafranca, education director, in RACE

['Race' Exhibition Challenges Visitors to Rethink the Concept](#)

Chicago Tonight - WTTW-TV

11/14/2017

New exhibit at the Chicago History Museum asks visitors to consider how much all of us focus on...

[Weekender Report \(aired twice\)](#)

ABC7 Eyewitness News – WLS-TV

11/11/2017

11/10/2017

Reporter Roz Varon interview Joy Bivins, director of curatorial affairs, in the exhibition Race: Are We So Dif-

[Race: Are We So Different? At The Chicago History Museum](#)

The Jam - WCIU-TV

11/8/2017

Director of Curatorial Affairs Joy Bivins talks The Chicago History Museum's new interactive exhibit on the

['Race' Exhibition Challenges Visitors to Rethink the Concept](#)

Chicago Tonight - WTTW-TV

11/14/2017

New exhibit at the Chicago History Museum asks visitors to consider how much all of us focus on...

[Despierta Chicago](#)

Univision Chicago - WGB0-DT

11/18/17

Nancy Villafranca sits down with Univision to discuss the RACE exhibition.

[New exhibit showcases history, science and sociology of race](#)

ABC7 Eyewitness News Sunday Morning – WLS

11/12/2017

John Russick gives interview in Race on Sunday morning

[Chicago History Museum Debuts Exhibition on Race](#)

NBC 5 News at 5am – WMAQ-TV

NBC 5 News at 6am – WMAQ-TV

NBC 5 News at 9am – WMAQ-TV

11/11/17

Four story segment on Saturday morning (opening day)

[LeeAnn Trotter Previews RACE Exhibition](#)

NBC 5 News at 5 - WMAQ-TV

7/10/17

John Russick explains what's happening at the Museum .

[New exhibit showcases history, science and sociology of race](#)

ABC7 Eyewitness News Sunday Morning – WLS

11/12/2017

John Russick gives interview in Race on Sunday morning

Top Press Mentions

Print & Digital

[‘Race’ exhibition at Chicago History Museum challenges what we think we know](#)

Chicago Tribune

11/8/17

Steve Johnson reviews Race: Are We So Different.

[‘SNL’ to Soviets: Museum shows to see](#)

Chicago Tribune

9/13/2017

Steve Johnson, Museum editor at the Chicago Tribune, names “Race: Are We So Different” one of the Museum shows to see in Fall 2018

[New exhibit exploring race opens at Chicago History Museum](#)

Chicago Parent Online

11/10/2017

Chicago Parent discusses how to talk RACE with kids.

[Museum Mania!](#)

AAA Living

11/8/2017

September/October Print Issue

RACE is highlighted in AAA Living Fall print edition.

[Are We So Different Preview – A Very Important Exhibition](#)

Splash Magazines

11/2/2017

Splash Magazines calls RACE a critically important exhibition

[Chicago History Museum Presents RACE: ARE WE SO DIFFERENT?](#)

Picture This Post

11/15/2017

A review of RACE from the blog Picture This Post.

[Curator takes Chicago’s past to the public](#)

Chicago Tribune

9/13/17

Feature profile of Joy Bivins, director of curatorial affairs at the Chicago History Museum and previews Race: Are We So Different?

[In Chicago, exhibits of racist, bigotry-inciting memorabilia are tools to educate](#)

Chicago Tribune

11/28/2017

RACE is highlighted as a Chicago museum exhibition that educates visitors on racism.

[3 events to avoid the post-Halloween slump](#)

Chicago Parent Online

11/10/2017

Chicago Parent writes, “And the award for Most Timely Exhibit goes to the Chicago History Museum, with their in-depth and immersive ‘RACE’ experience.”

[More fun than you can shake a stick at](#)

Crain’s Chicago Business Online

11/8/2017

“Race: Are We So Different,” exhibition selected as one of 10 Things To Do for the week.

[5 Things to Do Around Chicago: Nov. 10-12](#)

Make It Better Online

11/9/2017

RACE: Are We So Different selected as one of the best weekend events

[The Best Attractions in Lincoln Park](#)

Time Out Chicago

10/26/2017

Time Out calls Race a notable exhibition and names the Museum as one of Lincoln Park’s best attractions.