**Harriet Tubman Underground Railroad Visitor Center Interactive Exhibits/Film**

**Project Manager:** Anne Kyle
**Partners:** Dana Paterra, Park Manager and Diane Miller, Network to Freedom Program Manager are leads for PR outreach for the state park and national historical park, respectively. Deanna Mitchell, national historical park superintendent is also involved.

**Purpose:** To enhance the existing Harriet Tubman Underground Railroad Visitor Center static exhibits with audio-visual and computer interactives that further illustrate Harriet Tubman’s inspiring life, her Underground Railroad rescue missions and the Underground Railroad network.

**Background:**

The exhibit plans for the Harriet Tubman Underground Railroad Visitor Center included graphic design panels, sculpture, audio-visual stations and projected videos, computer interactives and film. Exhibit production and installation has been phased in, as budget, procurement, staff availability and scheduling has allowed. The park opened in March 2017 with the graphic design panels and sculpture in place. Placeholder A-V videos were developed for two exhibit areas, while production continued on the final A-V products. The remaining A-V exhibits and interactives will be installed by the end of July 2018. Production of the film for the visitor center theater will continue through 2018 and 2019 with an anticipated roll-out in the summer of 2019. Aperture Films is producing the A-V exhibits, interactives and film.

Interactive Exhibits include: Maritime Communities, Tubman’s Network, Journey on the UGRR, Tubman’s Rescue Missions. Audio exhibits include: Rescue of Her 3 Brothers, Tubman’s Work, Tubman and the Civil War, Tubman’s Faith, The Journey. A Harriet Tubman UGRR Byway kiosk will include connection to the Harriet Tubman byway website. A Network to Freedom kiosk will have connection to the Network to Freedom website.

**Situational Analysis:**

Adding A-V exhibits reaches consumers through a different medium that enhances their understanding of Harriet Tubman’s life story. Certain audiences are more likely to use and learn from A-V exhibit elements than graphic design panels, including younger audiences and those with sight impairments. The A-V exhibits also allow for emotionally evocative interpretation of pivotal scenes in Tubman’s life that cannot be delivered as effectively through text on a graphic panel. The A-V exhibits allow another interpretive medium that provides a deeper level of detail in telling Tubman’s story. The roll-out of the A-V exhibits will also include an audio descriptive tour for all exhibits to make the visitor center more accessible for those with visual disabilities and impairments. Phasing in the A-V exhibits also adds something new at the center in consecutive years, encouraging repeat visitation and creating an opportunity for additional PR outreach and attention, as well as for on-site programming and events related to the roll-out or screening of the new film.

**Goals of the project:** Provide an emotionally evocative and engaging experience for visitors at the Harriet Tubman Underground Railroad Visitor Center. Reach additional audiences and existing audiences more fully through the use of a full spectrum of interpretive media. Encourage repeat and new visitation from guests. Encourage ongoing media attention and promotion of the Harriet Tubman Underground Railroad Visitor Center.

**Success measurement:** Delivery and installation of the A-V and interactive exhibit elements. Media coverage of the new exhibit elements resulting in consumer inquiries and visitation.

**Delivery Date:** The A-V and interactive exhibits will be fully installed by the end of July 2018. The completion and roll-out of the film will occur in early summer 2019. The date TBD.