



ANNUAL REPORT 2020

Jim Crow Museum of Racist Memorabilia

jimcrowmuseum@ferris.edu (231)-591-5873
www.ferris.edu/jimcrow 1010 Campus Dr,
Big Rapids, MI 49307

Jim Crow Museum
of Racist Memorabilia

"Using Objects of Intolerance to Teach Tolerance and Promote Social Justice"

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MESSAGE FROM THE DIRECTOR

The current social justice movement, set off by the brutal killing of George Floyd, has challenged all of us to address racism in the larger society--and in ourselves. Serious conversations about racism are occurring in corporations, police departments, universities, churches, and political bodies. This is good. We are better as a nation when we have engaged, sometimes painful, discussions about race, race relations, and racism. Despite the restrictions mandated by responses to Covid-19, the Jim Crow Museum remained a national resource guiding those discussions.

*“Injustice anywhere is a threat to justice everywhere.”
Dr. Martin Luther King Jr.*

Dr. David Pilgrim
Vice President for Diversity and Inclusion
Founder, Jim Crow Museum of Racist Memorabilia
August 10, 2020

LOOKING AHEAD

The Jim Crow Museum has experienced overwhelmingly success and growth in recent years. Ferris State University is committed to seeing the museum reach its full potential. We are planning to increase the museum's capacity and reach by constructing a new facility that will:

- Be a large-scale sculpture, existing as a central focal point on the Ferris State University's campus;
- Expand the museum's narratives and exhibits;
- Preserve the irreplaceable items in the museum's collection in a state-of-the-art facility;
- Increase the size and quality of the collection and expand its accessibility; and
- Enhance public understanding of the history of race and racism through educational programs, exhibits, and provision of staff expertise.



FINANCIAL SUMMARY

The museum saw an increase in cash donations and traveling exhibit revenue for the year 2019/2020. In response to COVID-19, the museum closed to the public on March 13th, 2020.

- A total of 151 books were sold during the financial year (80x Understanding Jim Crow, 71x Watermelons, Nooses, and Straight Razors).
- Hateful Things was rented for 15 weeks.
- THEM was rented for 20 weeks.

A financial summary for the museum is shown in the table below.

INCOME TYPE	2020	2019	% CHANGE
Cash Donations	\$9,200	\$7,873	+17%
Building Fund	\$117,576	-	-
Book Sales	\$2,981	\$3,530	-16%
Traveling Exhibits	\$16,150	\$5,000	+223%

TRAVELING EXHIBITS

The Museum offers two smaller traveling exhibits which travel to venues such as schools, libraries, college/universities, and other public venues.

Hateful Things

The 39-piece traveling exhibition contains items of material culture from the late 19th century to the present, embodying the terrible effects of the Jim Crow legacy. In addition to items from popular and commercial culture, the traveling exhibit also contains images of violence against African Americans as well as the Civil Rights struggle for racial equality.

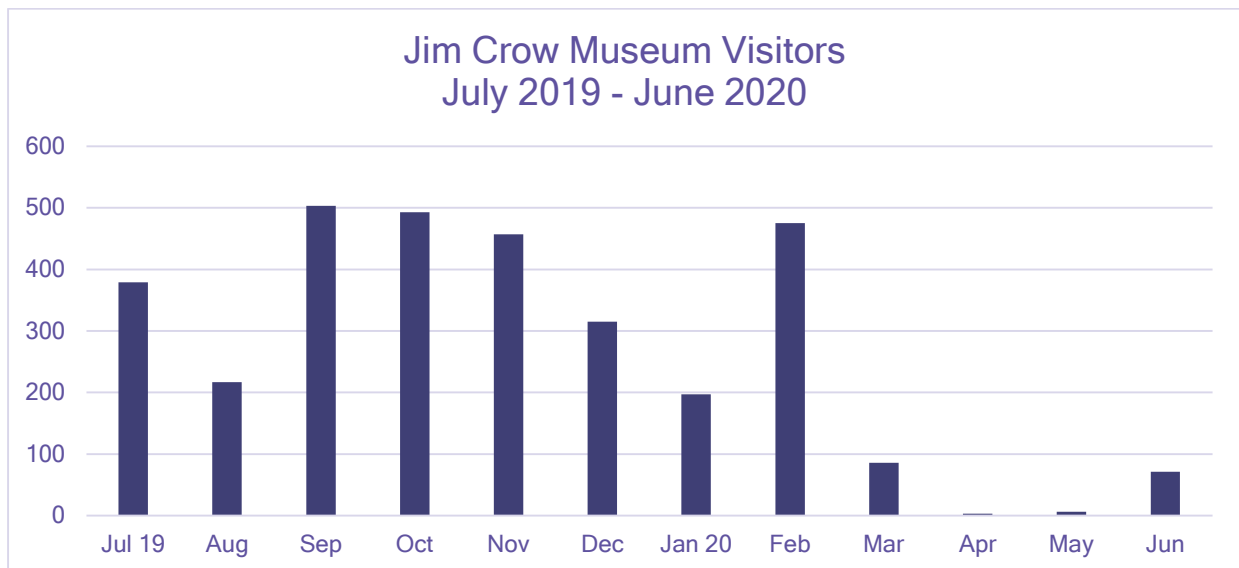
THEM

THEM: Images of Separation, is a traveling exhibition that showcases items from popular culture used to stereotype different groups. The negative imagery - found on postcards, license plates, games, souvenirs and costumes - promoted stereotyping against such groups as Asian-Americans, Hispanics, Jews and poor whites, as well as those who are “other” in terms of body type or sexual orientation.

PROGRAMMING

Museum Visitors & Virtual Tours

The museum welcomed walk-in visitors, group participants, and virtual visitors throughout the year. The total visitors to the physical museum was 3,202 people during the period. The busiest months were September, October, and November, coinciding with the fall academic semester.

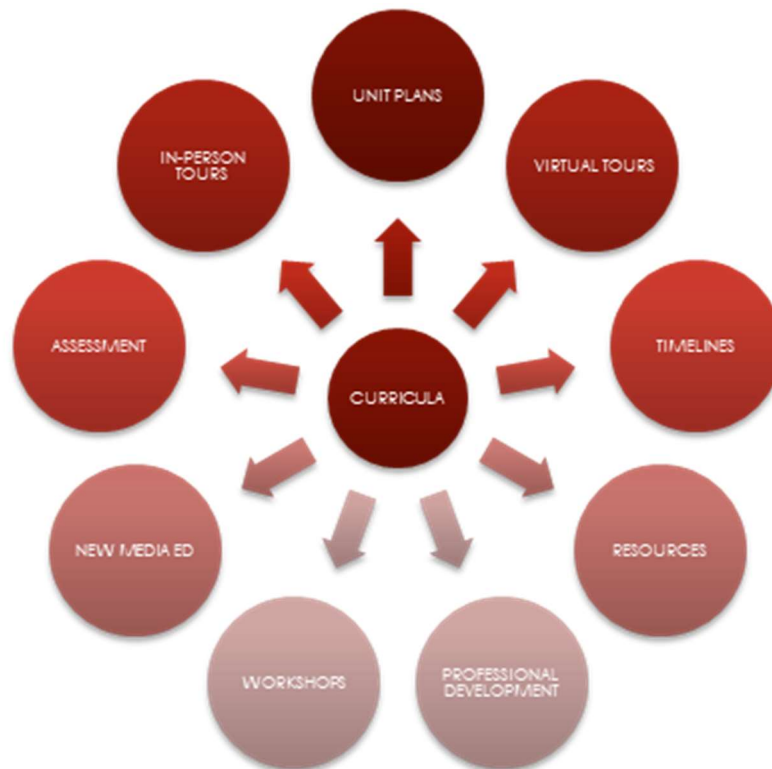


As a response to COVID-19, the JCM switched their in-person tours to an online format starting June 9th. The in-person tours serve the FSU and Big Rapids communities, as well as greater Michigan and Midwest high school and college groups, educators, community, civic, and church groups, and the general public. The switch to the virtual museum space was driven by necessity, but it also allowed the JCM to reach visitors around the United States and internationally who cannot make it to Michigan, thus expanding our reach and mission. Most virtual tour attendees were first time guests in both the weekly public and private groups.



Curriculum and E-Learning

The museum developed an [Educational Programming site](#) to house its growing collection of resources. The museum is continually developing traditional and non-traditional materials such as Lesson Plans (bundled into Units), Educator Resources Lists, Short Historical Narratives from our collection (posted to the museum's social media accounts), Educational Videos and Interviews, and Virtual Timelines. The Unit Plans are companion materials to the narratives highlighted in the Virtual Tour, but also span into the present covering current events, images, and rhetoric in the news and other media outlets.



ARTIFACT DONATIONS

The Jim Crow Museum continues to receive a significant number of artifact donations, which arrive daily at the museum. The museum closed to the public and staff began working remotely on March 13th, 2020 causing a backlog in donation processing. The numbers below represent a survey of the museum's acquisition record for incoming donations. Cataloging and processing (including appraisal) of the new objects is ongoing.



Number of Donors

305



Number of Objects

1919



Value of In-Kind Donations

TBD

MEDIA

Jim Crow Museum in the News

The Jim Crow Museum was included in 110 articles, TV, Radio or Podcast interviews during the report period.

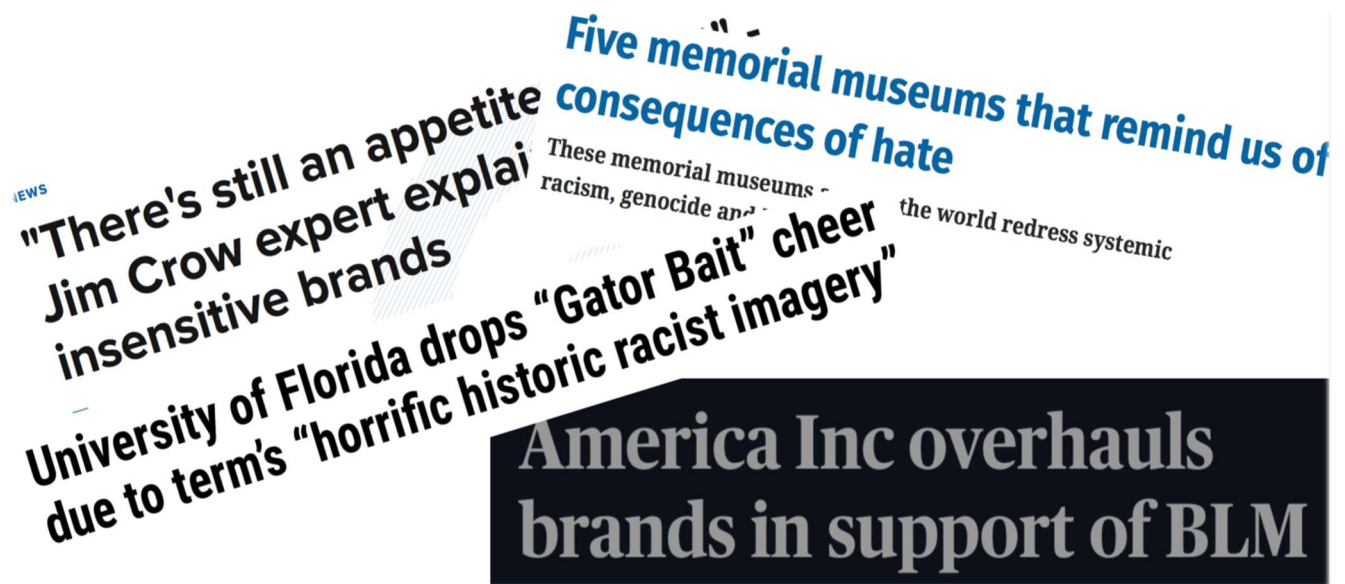
These are highlighted on the Jim Crow Museum in the News page and Interview pages (link below).

<https://www.ferris.edu/HTMLS/news/jimcrow/links/newslist/index.htm>

<https://www.ferris.edu/HTMLS/news/jimcrow/radio/index.htm>

Some notable highlights from the report period include:

- Dr. Pilgrim - CNN "[America in Crisis](#)" and "[Unconscious Bias](#)"
- Dr. Pilgrim - PBS News Hour "[America Inc. Overhauls Brands in Support of BLM](#)"
- Franklin Hughes - Tampa Bay Times "[Florida Gators banning 'Gator Bait' cheer because of the phrase's horrific historic racist imagery](#)"
- Cyndi Tiedt - [The Big Show with Michael Patrick Shields](#)



DIGITAL FOOTPRINT

Nearly all Jim Crow Museum (JCM) digital categories have seen significant increases from the 2019 annual report to 2020 annual report.

- The Jim Crow Museum YouTube page received **749,730 views** of its video content with the “New Jim Crow Museum” video totaling over 545K in the past year and has surpassed **1 million views** for its lifetime.
- The Vice News segments about the JCM increased totaling over **19.6 million views**, an increase of over 3.2 million views from the 2019 annual report.
- Digital visitors to the JCM Facebook page increased by 1,185 new page likes. The top 10 most engaging posts yielded a **52.6K reach**, however, Facebook changed their “reach” algorithm in 2019 which yielded a lower overall reach.
- Digital visitors to the JCM website increased as well with the total number of pageviews being over **2 million views**. Our top 10 sites accumulated over 792K more visitors than the previous year.

Finally, the JCM virtual tour saw an increase of 16,500 visits from the 2019 report.

JCM Website

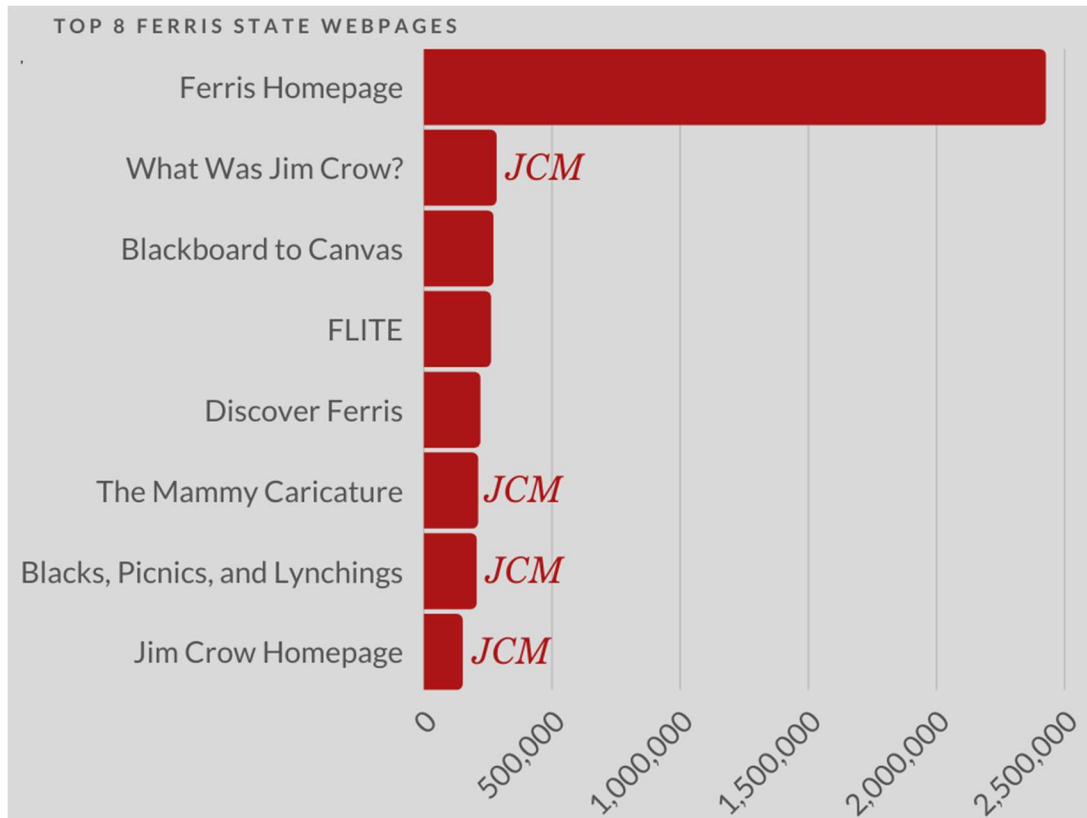
The JCM top 10 website pages accumulated 1,671,758 pageviews for the period 1st July 2019 to 30th June 2020. For additional detail and other analytics, see Appendix A.

Page Ranking	Page	Pageviews
1	What Was Jim Crow?	323,932
2	The Mammy Caricature	228,886
3	Blacks, Picnics and Lynching's (January 2004)	220,183
4	Negative Racial Stereotypes essay VCU	154,300
5	Jim Crow Museum Homepage	197,550
6	The Coon Caricature	140,938
7	Lawn Jockey Legends	105,459
8	Nigger and Caricature	105,235
9	The Golliwog Caricature	102,472
10	Lawn Jockeys (July 2008)	92,803
Total Pageviews (top 10)		1,671,758

A **pageview** is defined as a view of a page on your site that is being tracked by the analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

Ferris State Website

Webpages from the JCM appeared in *four out of eight* of the most visited websites in the Ferris domain. For additional detail and other analytics, see Appendix A.



A **unique pageview** aggregates pageviews that are generated by the same user during the same session. A unique pageview represents the number of sessions during which that page was viewed one or more times.

YouTube

The Jim Crow Museum YouTube Channel had over 749,730 total views for the year, and videos were shared 6,279 times. The top ten most viewed videos are shown below.

Video Title	Views for Report Period
The New Jim Crow Museum	545,497
Aunt Jemima "I'se in town, Honey!"	51,566
Blacks as Targets	47,379
Jump Jim Crow	28,294
"Short'nin' Bread" Racism in the Kitchen	24,896
The 1964 murders of Schwerner, Chaney, and Goodman	12,790
Blackening Up	7,677
The 1964 Murder of Johnnie Mae Chappell	4,447
Orangeburg Massacre 1968	3,729
The 1965 murder of James Reeb	3,188

Total views: 749,730

The museum has also been featured in other YouTube videos not published by the JCM Channel. While we cannot acquire analytics from these channels, the total views for the posted videos are significant.

Vice News Facebook embedded video https://www.facebook.com/vicenews/videos/184026362236807/	13 million views
Vice News segment on YouTube https://www.youtube.com/watch?v=jP92cqTxG7I	6.5 million views
Vice News full episode on YouTube https://www.youtube.com/watch?v=0o3PxUAyhr4	166,000 views

Facebook

The museum moderates a Facebook page, and the top ten posts shared on the JCM page during the period are shown below. See Appendix A for further details about the top fifteen posts.

1	Many people are not aware that there was an Aunt Jemima restaurant chain with one location being in Grand Rapids Michigan.	8.9K
2	Registration for July virtual tour sessions is open-visit this page to register!	8.5K
3	Dr. Pilgrim on CNN today.	7K
4	Today, July 2, 2019, marks the 55th anniversary of the signing of the 1964 Civil Rights Act.	6.9K
5	Don't forget about the Virtual Tour of the Jim Crow Museum.	6K
6	I can't count the number of times I have heard someone say, "Racism will go away if people like you stop talking about race."	5.8K
7	Dr. Pilgrim appears on CNN:America in Crisis with Kate Bolduan	4.4K
8	From May 2017. The article is an excellent overview of the interview, which you can also listen to from this link.	4.1K
9	Animated graphic about the slave trade to Brazil and South America.	4.1K
10	Dr. Pilgrim was interviewed for Elisabeth Buchwald's article in Market Watch	3.9K

Instagram & Twitter

The museum started an [Instagram account](#) on 31st January 2020 and a [Twitter account](#) in June 2020. The Instagram account featured a 'Black History Month' series showcasing objects and narratives from the museum's collection. The platforms also highlight the museum's activities including media interviews, object research, book releases, and relevant news articles.

Virtual Tour

The virtual tour was created on March 13, 2018 and the analytics for the period, as well as lifetime details are presented below.

	July, 1 2018- 06/30/2020	Lifetime
Impressions	39,400	74,300
Average impressions (monthly)	2,754	
Visits	35,900	68,200
Average visits (monthly)	2,529	
Unique visitors	26,600	50,400
Average unique visitors (monthly)	1,868	

Impressions - an impression is registered when someone views a page containing an embedded 3D showcase, or when they click on a link to a public space.

Visits - a visit is registered when a space loads successfully.

Unique visitors - number of distinct users who have visited this space.

APPENDIX A: DIGITAL VISITORS

Terminology

Visitor the count of a visitor's first contact with the page.

New Visitor counts the number of new users that visited the site or page during the selected time period. This information helps measure the effectiveness of visitor acquisition techniques in use during the period.

A **pageview** is defined as a view of a page on your site that is being tracked by the analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

A **unique pageview** aggregates pageviews that are generated by the same user during the same session. A unique pageview represents the number of sessions during which that page was viewed one or more times.

Entrances is defined as visitors who navigate to at least one different page within the site.

JCM Website - Report Period

All statistics shown for the period 7/1/2019 - 6/30/2020

Page	Visitors	New Visitors	Pageviews	Unique Pageviews	Entrances
<u>What was Jim Crow?</u>	228,617	217,355	323,932	281,310	269,174
<u>The Mammy Caricature</u>	186,509	173,070	228,886	209,247	199,177
<u>Blacks, Picnics and Lynching's (January 2004)</u>	178,173	175,381	220,183	203,497	202,780
<u>Negative Racial Stereotypes essay VCU</u>	125,348	119,063	154,300	142,515	139,383
<u>Jim Crow Museum Homepage</u>	125,155	101,912	197,550	149,167	129,020
<u>The Coon Caricature</u>	117,875	103,825	140,938	129,495	118,284

Lawn Jockey Legends	91,874	86,445	105,459	98,525	98,823
<u>Nigger and Caricature</u>	90,636	79,089	105,235	96,900	86,906
<u>The Golliwog Caricature</u>	87,096	80,450	102,472	95,106	89,540
<u>Lawn Jockeys (July 2008)</u>	80,246	75,950	92,803	87,184	83,682
Examples of Jim Crow Laws	79,528	74,659	101,017	89,830	87,339
<u>The Jezebel Stereotype</u>	78,669	66,669	99,481	91,056	80,845
<u>Racist Cartoons</u>	62,190	57,344	79,043	66,905	62,911
<u>The Origins of Jim Crow</u>	59,624	44,218	86,010	68,423	53,530
Totals 2020	1,591,540	1,455,430	2,037,309	1,809,160	1,701,394
Totals 2019	798,770	712,660	1,074,433	926,018	849,501
Report Period Total	2,390,310	2,168,090	3,111,742	2,735,178	2,550,895

Ferris State Website - Report Period

All statistics shown for the period 7/1/2019 - 6/30/2020

Page	Total Views (Unique Pageviews)
Ferris Homepage	2,423,956
Jim Crow Museum: What Was Jim Crow?	281,310
Blackboard to Canvas	268,849
Ferris FLITE	259,534
Discover Ferris	217,953
Jim Crow Museum: The Mammy Caricature	209,247
Jim Crow Museum: Blacks, Picnics, and Lynchings (January 2004 Question of the Month)	203,497
Jim Crow Museum Homepage	149,167

Facebook

Total page likes for the report period: 8,446.

Top 10 largest reach posts are shown in the table below.

Ranking	Post	Date	Reach
1	<u>Many people are not aware that there was an Aunt Jemima restaurant chain with one location being in Grand Rapids Michigan.</u>	June 22, 2020	8.9K
2	<u>Registration for July virtual tour sessions is open- visit this page to register!</u>	June 22, 2020	8.5K
3	<u>Dr. Pilgrim on CNN today.</u>	June 21, 2020	7K
4	<u>Today, July 2, 2019, marks the 55th anniversary of the signing of the 1964 Civil Rights Act.</u>	July 2, 2019	6.9K
5	<u>Don't forget about the Virtual Tour of the Jim Crow Museum.</u>	March 16, 2020	6K
6	<u>I can't count the number of times I have heard someone say, "Racism will go away if people like you stop talking about race."</u>	July 27, 2019	5.8K
7	<u>Dr. Pilgrim appears on CNN:America in Crisis with Kate Bolduan</u>	June 16, 2020	4.4K
8	<u>From May 2017. The article is an excellent overview of the interview, which you can also listen to from this link.</u>	July 19, 2019	4.1K
9	<u>This animated graphic has been around for a little while, but it is still fascinating to me how little the slave trade to Brazil and South America is talked about.</u>	July 9, 2019	4.1K
10	<u>Dr. Pilgrim was interviewed for Elisabeth Buchwald's article in Market Watch.</u>	June 17, 2020	3.9K

YouTube Channel - Lifetime

Top 10 Video Views

Video Title	Lifetime Views
The New Jim Crow Museum	1,031,791
Aunt Jemima "I'se in town, Honey!"	160,115
Blacks as Targets	120,264
Jump Jim Crow	321,919
"Short'nin' Bread" Racism in the Kitchen	26,733
The 1964 murders of Schwerner, Chaney, and Goodman	108,772
Blackening Up	55,107
The 1964 Murder of Johnnie Mae Chappell	4,447
Orangeburg Massacre 1968	30,912
The 1965 murder of James Reeb	20,072

Other YouTube Channel Analytics:

