



# Crossroads: Change in Rural America

## Coming to Kentucky in 2020 Apply now to host the Smithsonian exhibit

Kentucky Humanities invites smaller museums, libraries and historical societies in towns of fewer than 20,000 residents to apply to host a Smithsonian Institution traveling exhibit called ***Crossroads: Change in Rural America***. The portable, six-kiosk display was developed by the Smithsonian especially for rural audiences and small museums without access to traveling exhibitions due to space and cost limitations.

The exhibit will tour six Kentucky communities from September, 2020 until June, 2021. Sites will be chosen based on their geographic location, ideas for auxiliary events, and physical display space. Applications are due by **February 28, 2019**.

To apply, complete the information on the reverse side and return it to:  
**Kentucky Humanities, 206 E. Maxwell Street, Lexington, KY 40508**  
Phone 859/257-5472 or Fax: 859/257-5933

**About the Exhibit:** *Crossroads* explores how rural American communities changed in the 20th century. From sea to shining sea, the vast majority of the United States landscape remains rural with only 3.5% of the landmass considered urban. Since 1900, the percentage of Americans living in rural areas dropped from 60% to 17%. The exhibition looks at that remarkable societal change and how rural Americans responded. This exhibit offers small towns a chance to look at their own paths to highlight the changes that affected their fortunes over the past century. The exhibit will prompt discussions about what happened when America's rural population became a minority of the country's population and the ripple effects that occurred. The exhibit will engage rural communities in a rich and exciting discussion about their future.

For more information about ***Crossroads: Change in Rural America***, visit the Smithsonian Institution's Museum on Main Street website at [museumonmainstreet.org](http://museumonmainstreet.org).

The modular, freestanding units require 850 square-feet of display space with 8' 6" ceilings plus storage space for 21 crates. Additional space is recommended to show local artifacts and special exhibits. Applicants should also consider nearby facilities that can accommodate groups attending events associated with hosting the display.

**Each host community will receive from Kentucky Humanities:**

- Rental of the Smithsonian exhibit for a six-week period.
- Free shipping.
- An exhibit support manual covering installation, object collection and conservation, public relations, and evaluation.
- Exhibit brochures, posters, postcards, teacher guides, and docent guides.
- Assistance with program planning and ready-made publicity materials, such as posters and public service announcements.
- Travel expenses for the project coordinator to attend a planning meeting.
- Help in applying for grant funds from KH in support of complementary community programs, such as oral history projects, guest speakers, film series, artifact collection, workshops, reading discussion programs, dramatizations, etc.
- Humanities scholar to assist with planning of local exhibit and programs to coincide with the exhibit.

**In return, hosts will be asked to:**

- Contribute \$500 toward exhibit rental and program support.
- Identify a staff member or volunteer who will serve as coordinator of the project for its duration and who will attend the installation and planning meetings.
- Demonstrate a willingness to plan and implement public programs during the exhibition. Develop and display local exhibit and educational programs to coincide with traveling exhibit.
- Keep track of all staff and volunteer time, facilities, and other resources donated to the project and provide report of local cost share at the project's conclusion.

For more information, please contact Kathleen Pool at 859/257-5472 or [kathleen.pool@uky.edu](mailto:kathleen.pool@uky.edu).



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## Application to host a Smithsonian Institution traveling exhibit

**Part 1:** Tell us about your institution:

Institution Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Project Coordinator/Title: \_\_\_\_\_

Number of staff: Permanent \_\_\_\_\_ Volunteer \_\_\_\_\_

Annual # of visitors: \_\_\_\_\_ Days/Hours of operation: \_\_\_\_\_

Describe your facility and the area where **Crossroads** will be displayed:

(include pictures of exhibit space if available).

Describe security and climate conditions:

**Part 2:** Share your preliminary ideas for making **Crossroads** a successful event for your community. Use a separate page to respond to the following:

- A. Identify community resources (organizations, individuals, special facilities, etc.) to help make the project successful. Include names and letters of support from other important participants (media persons, local government officials, Chamber of Commerce, Tourism Council, Civic Organizations, School Board Superintendent or the director of instruction for the school district, etc.
- B. Briefly describe some ideas you have for community programs to enhance the exhibit. (Note: You will have the chance to develop your ideas further at planning meetings for the project.) Be creative. Include “fun” activities as well as educational events. Describe plans for a local exhibit to coincide with the Smithsonian traveling exhibit. Sample ideas that relate to the **Crossroads** exhibit can be found on the Museum on Main Street website at [museumonmainstreet.org](http://museumonmainstreet.org). Click on resource center, then downloads. Enter Crossroads. You will find a number of available resources for this exhibit.
- C. Explain ways the exhibit can further your organization’s goals, for example, add new members, increase number of visitors to the museum, enhance local exhibit or learn how to store and display historical items.

**Preferred dates for hosting *Crossroads* exhibit** (please indicate #1 & #2 choices):

_____ September 12, 2020 - October 24, 2020	_____ October 31, 2020 - December 12, 2020
_____ December 19, 2020 - January 30, 2021	_____ February 6, 2021 - March 20, 2021
_____ March 27, 2021 - May 8, 2021	_____ May 15, 2021 - June 26, 2021