

Exhibitions Out -Turn Report

Title	Journey to Justice
Venue	Temporary exhibition space -Legacies, Campaign Zone and Resource Area, International Slavery Museum
Dates	5 October 2018 to 7 April 2019
Visitor Figures	147, 782 visitors to ISM TEA during the exhibition period
Overview	<p><i>Journey to Justice</i> showed how the United States Civil Rights Movement helped to move people in the United Kingdom and the rest of the world to fight for their rights and make significant social and political change. It told the extraordinary and moving stories of some of the less well-known women, men and children involved in the struggles for freedom.</p> <p>The exhibition revealed the inspiring and moving personal stories of some of the less well-known women, men and children involved in US and UK struggles for freedom through history.</p> <p>It showed how ‘people like us’ can become extraordinary in the quest for social justice today, and how to become campaigners ourselves, focusing on Liverpool’s community and the city’s DIY, roots up culture of self-activism.</p> <p>The exhibition was delivered by National Museums Liverpool in partnership with Journey to Justice.</p>
Local Strand	<p>Liverpool activism</p> <p>The contemporary activist movement is explored through the works and voices of activists and artists in Liverpool, who continue to challenge injustice.</p> <p>Highlights included a display of 27 vibrant zines (self-published magazines) from Over Here Zine Fest, a not-for profit event focusing on the work of Black, Asian and BAME zine makers, artists, writers and activists. The zines were commissioned by the International Slavery Museum’s Education team and included ‘Seeds of Change’ which highlights women activists in Liverpool, in the year of #Vote100, celebrating 100 years of suffrage. ‘Seeds of Change’ created by Lois South, a Young Ambassador for the International Slavery Museum who is studying history at Liverpool John Moores University, in collaboration with textiles artist Seleena Daye.</p> <p>Also featured were visual minutes and oral histories generated by</p>

the Sankofa Project which explores the experience of the Black community in Liverpool.

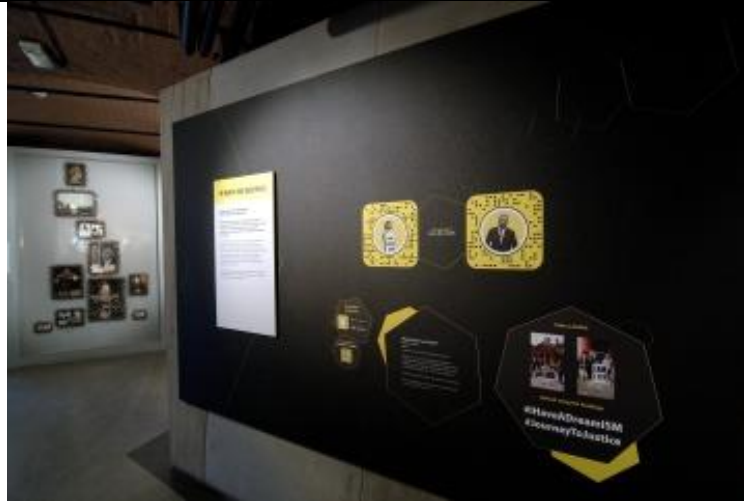


Finally, on display for the local strand of *Journey to Justice* were two winning entries from the graphic design display 'Of Rights and Resistance', a collaboration between the International Slavery Museum and the Graphic Design and Illustration department at LJMU to mark the 50th anniversary of the assassination of civil rights hero Martin Luther King Jr.

-A set of snapchat filters inspired by, and designed to celebrate, Dr Martin Luther King Jr designed by Kirsty Buckley, a Liverpool John Moores University graduate in Graphic Design and Illustration. When the snapchat codes are scanned, two filters were unlocked which visitors could use to show and share what they would protest about today with #IHaveADreamISM #JourneyToJustice.

-A segregation sign created by Max Palmer, a current student in the department, inspired by the Education team's handling collection.





AV elements

Additional content

Legacies:

- *Of Rights and Resistance* (approx. 7')
<https://youtu.be/A25-Hj03cwk>

Resource area:

Interviews with local activists (Sankofa project)

- Michelle Peterkin-Walker (approx. 4')
- Michelle Charters (approx. 4')

**Special Events/
Public
Programmes/
Learning**

- 13 Oct -Claudia Jones Empress Jai Talk
- 25 Oct, 25 Nov, 18 Feb & 28 March -Faces of Change Badge making
- 3 November -The Rape of Recy Taylor film screening

	<p>Oct</p> <p>5, 7 & 23 October, 18 Nov, 15 Dec, 2 & 10 Feb, 11& 17 April - Civil Rights and Freedom Fights drop in handling sessions</p> <p>15 December - Root-ed zine Art Group Criticism workshop</p> <p>15 December, 2 March -Dorcas Seb Spoken Word performance</p> <p>12 January -Olive Morris Empress Jai Talk</p> <p>26 January - gal-dem Writers' workshop</p> <p>11 January, 27 April - Migrant Artists Mutual Aid (MaMa) choir</p> <p>12 January & 16 March- Civil Rights and Freedom Fights Sewn Banner Making workshop with textiles artist Seleena Daye</p> <p>Ongoing Legacies school session around the civil rights movements in Britain and the USA complimented the <i>Journey to Justice</i> temporary exhibition.</p>
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Marketing

The marketing campaign for Journey to Justice used multiple channels to target predominantly day trippers, tourists, students and specifically the BAME community.

Online and printed adverts

Printed and online adverts were placed in The Voice Newspaper in October to coincide with Black History Month. This publication is a specialist national publication for a predominantly Black African audience with a readership of over 100,000 a week, a website audience of 378,000 users. The Voice also promoted the exhibition through their social media channels with over 600,000 followers across Facebook, Twitter and Instagram.

Other adverts were placed in Big Issue North (printed and online) and the Visit Liverpool website.

Social adverts

Social adverts were placed on Twitter and Facebook for the opening of the exhibition and to coincide with Black History Month. The Twitter advert received 73,000 impressions and 79 link clicks. The Facebook ad received a reach of over 100,000 and 131 link clicks. The ads were targeted specifically within the North West area to bring visitors to the exhibition.

Outdoor and print campaign

From the last week in September 2018 onwards, 10,000 A5 leaflets were distributed in Liverpool and Manchester.

Targeted audiences were local BAME people and community groups; people interested in art, culture and history; students, particularly history and politics; tourists/day trippers; people interested in activism; and families/ school children.

Targeted venues were community centres libraries, student halls and faculty buildings, galleries, theatres, hotels, tourist info centres, social organisations, cafes and high street shops. One hundred A3 posters were also distributed across key venues in Liverpool.

Twenty large city centre street posters were also located across Liverpool city centre to correspond with the opening of the exhibition.

Posters and leaflets were also distributed across all NML venues and signage within ISM and the Merseyside Maritime Museum directing people to the exhibition was prominent.

The exhibition featured in BAME, local, arts, international and family-focussed press.

Press Summary

Press coverage included:

The exhibition opened during Black History Month, which worked well with press. We held a press call on 4 October 2019 and a daytime launch event with community partners, JtoJ key members and volunteers as well as artists taking part in the exhibition.

During the run of the exhibition, both HRH Prince of Wales and Maki Mandela visited the Museum (12 February 2019), we marked International Women's Day and Anti Slavery Day, so the exhibition ran during a high profile period for the Museum generally. Woman's Hour was running a season on activism and this particular exhibition fitted very well into that- we pitched successfully and achieved the headline story for its 9 October broadcast, with Carrie Supple and Jean Stallings interviewed. We were also in conversations with BBC Two's Upfront programme. Although they didn't ultimately feature the exhibition, we mention it because it is still so positive to have the interest from Mary Beard, and this might prove useful when the exhibition tours on. Coverage for the exhibition in Liverpool was achieved in:

- **The Voice – 30 September 2018**
[Activism to be explored at International Slavery Museum](http://www.voice-online.co.uk/article/activism-be-explored-international-slavery-museum)
www.voice-online.co.uk/article/activism-be-explored-international-slavery-museum
- **Genesis Radio (community radio) – Birmingham - 30 September 2018**
<https://www.genesisradiobirmingham.com/activism-to-be-explored-at-international-slavery-museum/>
- **Black News Zone (US) – 30 September 2018**
'Activism to be explored at International Slavery Museum'
- **Art in Liverpool – 2 October 2018**
<https://www.artinliverpool.com/exhibition-on-activism-opening-at-international-slavery-museum-in-liverpool/>
- **Morning Star - 2 October 2018**
<https://morningstaronline.co.uk/article/arts-ahead-october-2-2018>
- **Black History Month magazine – 3 October 2018**
<https://www.blackhistorymonth.org.uk/article/section/latest-events/the-international-slavery-museum-has-announced-its-new-exhibition-journey-to-justice-which-will-open-on-5-october-2018/>

- **BBC Radio: Radio Merseyside (Breakfast Show and Upfront). Syndicated to BBC UK Black network – 8 October 2018 & 14 October 2018**
 - Broadcast on the Tony Snell breakfast show and in bulletins Monday 8 October – 8 minutes.
 - Repeated on Upfront with Ngunan Adamu on Sunday 14 October – 8 minutes
 - Syndicated across BBC UK Black network (BBC's Local Radio UK African & Caribbean community programmes) on Sunday 14 October.
- **The Echo – 8 October 2018**
- **BBC Radio 4: Woman's Hour – Tuesday 9 October 2018 (ISM and MMM name checks, as well as Journey to Justice mentions)**

Journey to Justice, International Slavery Museum, 13m 30 coverage:

14-35s Intro

29m14 - 30m40 Carrie Supple

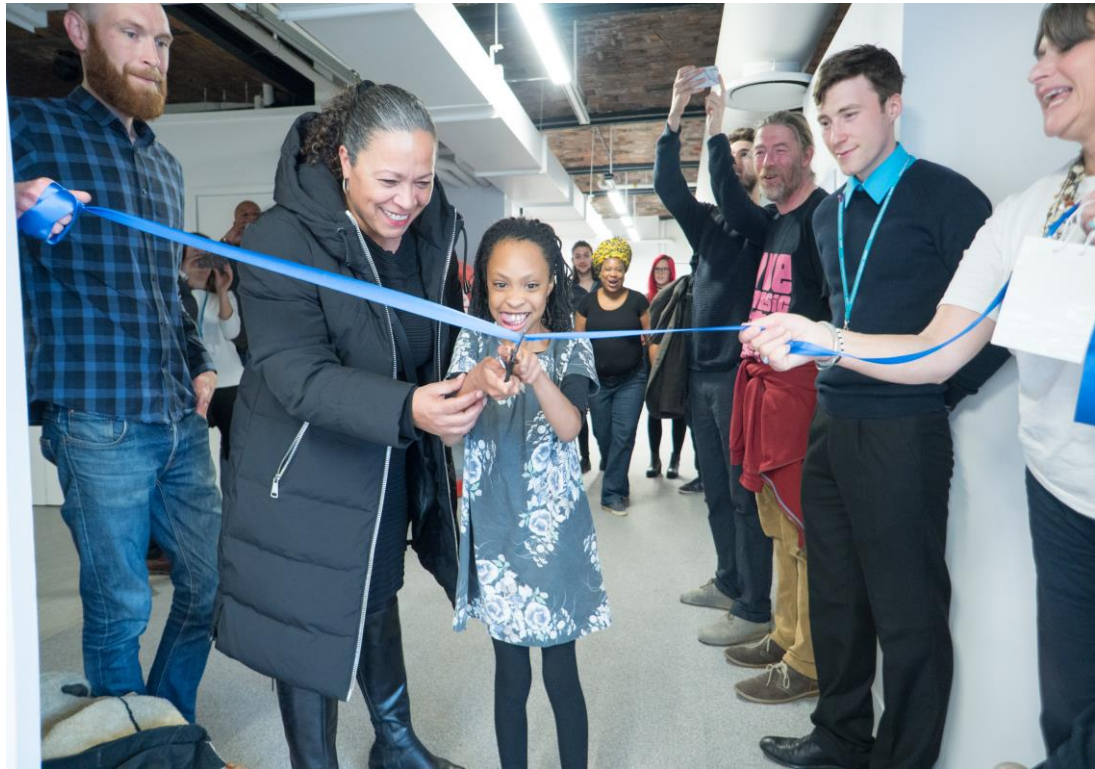
30m40 – 40m12 Jean Stallings

40m12 – 42m15 Carrie Supple

<https://www.bbc.co.uk/radio/play/m0000nzn>

- **Socialist Review - November 2018**
<http://socialistreview.org.uk/440/five-things-do-or-see-month>
- **BBC History magazine: Out and About pages - December 2018**
[Cutting/link unavailable- no subscription]
- **Liverpool Echo: Sunday Past section - 13 January 2019**
Powerful Symbol of Dr King's Fight – byline by Stephen Carl-Lokko of ISM
- **Liverpool Echo – 8 March 2019**
<https://www.liverpoolecho.co.uk/news/liverpool-news/100-inspirational-merseyside-women-celebrate-15918724>





**Social
Media**

We capitalised on key dates of relevance throughout the run of the exhibition for example: anniversary of the murder of Dr Martin Luther King Jr to boost engagement.

We also echoed people's frustrations around Brexit and political developments to encourage them to be active for change. We tagged and had particularly strong support from community partners like Africa Oye and Michelle Charters for this exhibition. In March 2019, a Tweet about the exhibition was our top media Tweet of the month – it was a video which featured Michelle Charters as a voice of the community and contributor to the exhibition and earned almost 6,200 impressions alone.

NML website summary

Web analytics for *Journey to Justice*

Exhibition dates: 5 October 2018 to 7 April 2019

Pages and content

We published the following pages:

- <http://www.liverpoolmuseums.org.uk/ism/exhibitions/journey-to-justice/>
- Events page (no longer available)
- Advent calendar page:
<http://www.liverpoolmuseums.org.uk/christmas/advent/michelle-charters.aspx>

The content we created included this blog post:

<http://blog.liverpoolmuseums.org.uk/2018/10/ordinary-people-fighting-for-social-justice/>

and a series of videos, one of which on the 'Of Rights and resistance' project was featured in the local strand of the exhibition:

https://www.youtube.com/playlist?list=PLtd6KRb90Px2t_I9tQISO-vDvixOgsyu

Visits and engagement

- 3950 page views
- 2.98 pages per visit (compared to 4.37 pages for site average)
- 59.26% were new visits (compared to 69.91% as site average)

The **daily average** visits for this exhibition was 21 visits.

Videos

The interview videos were released on social media during the week of International Women's Day, to help promote the last month of the exhibition. The Michelle Charters video was also featured on her page on the National Museums Liverpool advent calendar (which had a theme of inspirational women for 2018).

The videos had **3673 views online**, which breaks down as follows:

Video	YouTube	Twitter	Facebook	Total
Carrie Supple interview	167	359	243	769
Marcia Heinemann Saunders interview 1	91	143	140	374
Michelle Charters interview	147	871	221	1239
Marcia Heinemann Saunders interview 2	134	93	99	326
Ann O'Byrne interview	126	356	170	652
Of Rights and Resistance	313	N/A	N/A	313

Referrals

The top sites driving traffic to the website were:

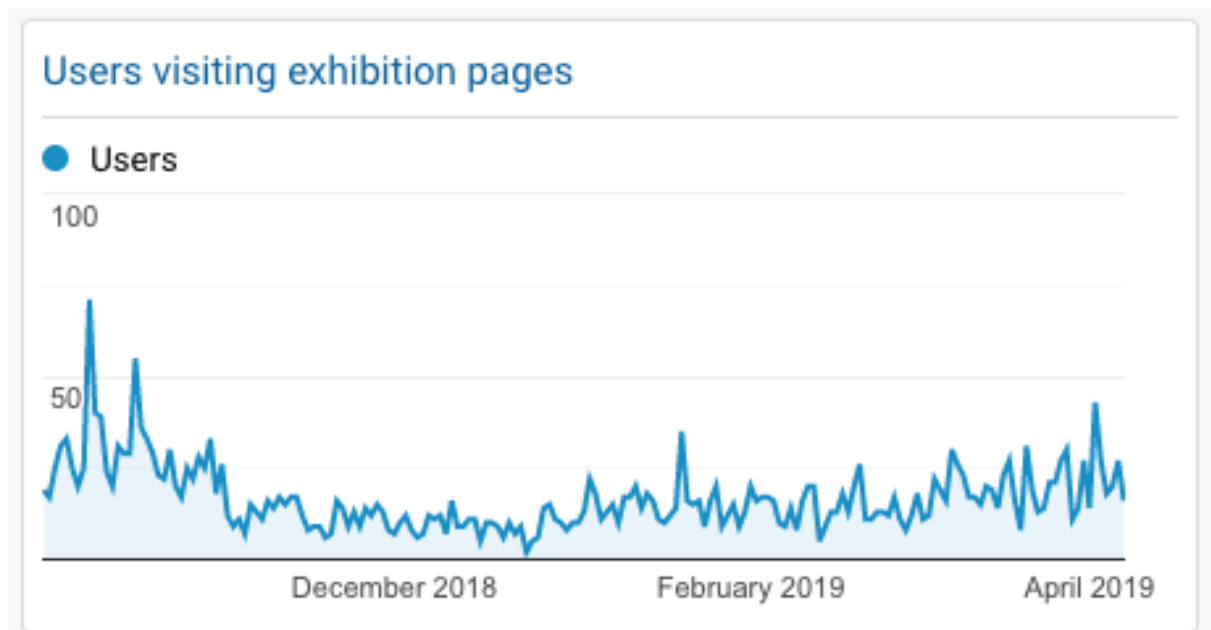
Site	Number of visits/sessions
Google	276
The Voice database	55
NML email campaign	42
Twitter	35
Facebook	23

How did people find the pages

50.8% of visits was from direct traffic, 41.9% of visits came from organic searches (eg through Google), using phrases such as 'international slavery museum' and 'slavery museum liverpool'.

Any interesting peaks of activity

After the opening week there were a number of peaks which corresponded to school holidays, half terms and other key periods of activity. The two highest peaks after opening were on Sunday 20 January and Tuesday 2 April.



Visits from social media

2.4% of visits came from social media, with Facebook and Twitter being the most popular social media sites driving traffic to the exhibition.

Examples of Twitter users mentioning the exhibition:

BBC Woman's Hour @BBCWomensHour Follow

To celebrate [#BlackHistoryMonth](#) a new exhibition [#JourneyToJustice](#) @SlaveryMuseum explores the less well-known stories of women civil rights activists in the UK and US. Jane talks to @CarrieSupple right now    bbc.in/2CyoITZ



2:33 am - 9 Oct 2018

4 Retweets 7 Likes 

  4  7

VisitBritain @VisitBritain Follow

To commemorate [#BlackHistoryMonth](#) the new [#JourneyToJustice](#) exhibition at the @SlaveryMuseum in Liverpool explores the powerful and moving personal stories of less known activists in the UK.

bit.ly/2PKlg0N

[@VisitLiverpool](#) [@NML_Muse](#)



9:07 am - 11 Oct 2018

10 Retweets 20 Likes 

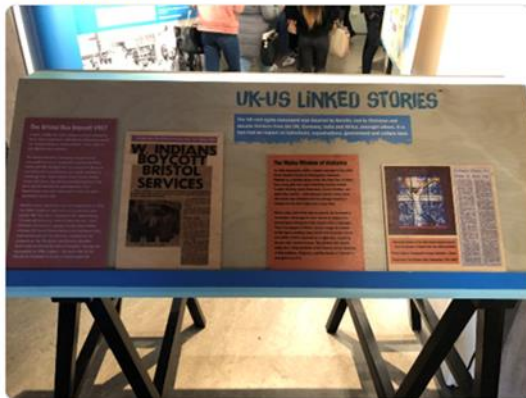
  10  20



Dr Andrea Livesey
@andrealivesey

Follow

Really great to see a reference to the [#Bristol bus boycotts](#) in the [@SlaveryMuseum](#)! I had some great dissertation work from [@UoBrisHistory](#) students on this last year. Original research on this was by [@MadgeDresser](#)



4:36 am - 7 Feb 2019 From [Albert Dock](#)

2 Retweets 12 Likes

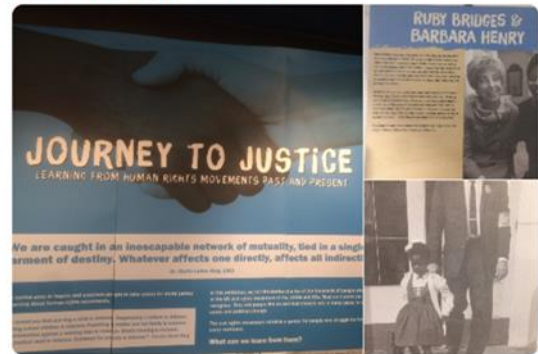
2 12



Gill Hughes
@Adelai05

Follow

Where to start - this excellent new exhibition [#JourneyToJustice](#) [@SlaveryMuseum](#) [#Liverpool](#) is full of great sadness, huge injustice and such courage. [#RubyBridges](#) being just one example [#BlackHistoryMonthUK](#)



1:03 pm - 10 Oct 2018

3 Retweets 6 Likes

3 6



Charles Forsdick
@charlesfordsdick

Follow

Thoroughly recommend [#journeytojustice](#) exhibition at [@SlaveryMuseum](#). My own reaction? Awe at extraordinary stories of everyday struggle it tells, yet anger, as we prepare for another New Year, at the feeling so many of these battles for freedom & justice are being re-fought.



4:40 am - 23 Dec 2018

16 Retweets 23 Likes

16 23



Elizabeth Kwant
@elizabethkwant

Follow

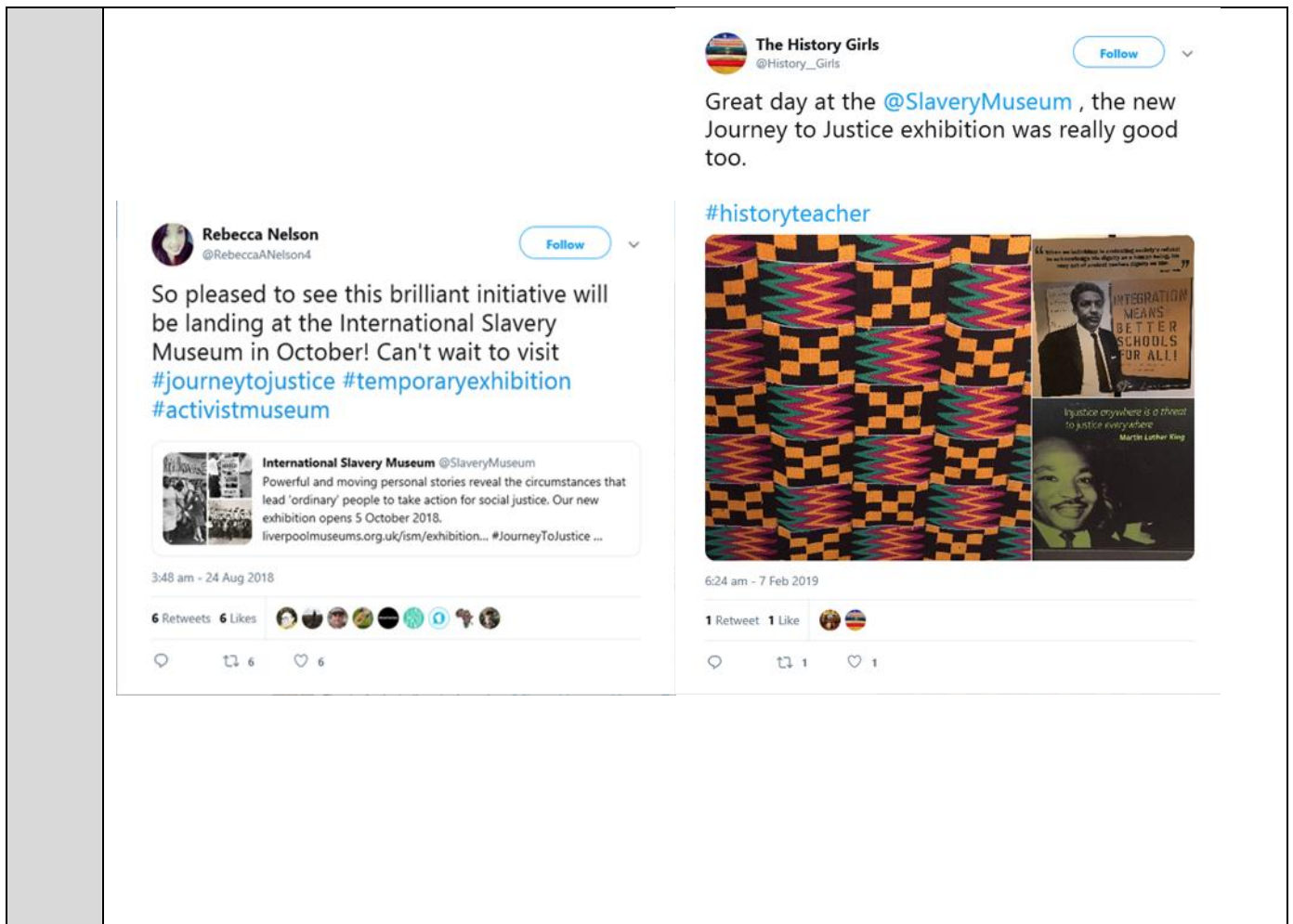
Great short talk from [@ann_obyrne](#) about the place and importance of educating communities about the history of the trans Atlantic slave trade [#JourneytoJustice](#) [@SlaveryMuseum](#) [#liverpool](#) [@NML_Muse](#)



1:14 am - 8 Mar 2019

4 Retweets 3 Likes

4 3



Summary of visitor responses to exit questionnaire devised by Journey to Justice:

How relevant are stories of 'ordinary people' in the US civil rights movement to you?

Extremely - as it gives us a greater understanding of how people felt & acted towards their oppressors. As they are ordinary they are more relatable to us.

Very relevant - we all live in a racist society.

Nowadays, it is much easier for regular people to be heard via social media but it is important to highlight those people that weren't heard back then.

Very relevant! It creates an empathy that everyone can feel. Good for historical purposes and so we don't forget. Not many people know about it.

We remember press coverage at the time and think we only learnt half of what was going on in America. Portrayed here very well.

They are incredibly important, especially because some people still think that US is a country free of racism. So many people died for freedom, they cannot be forgotten.

This is a fantastic exhibition.

What do you feel about the presence of interviews, artwork and zines produced by people from Liverpool and the North West and Liverpool stories of activism in this exhibition?

This is great. Coming from another 'city of the empire' built on slavery, it's good to see a city highlighting its own dark past so as not to continue it in the future.

I feel the diverse use of media has a positive impact on the visitor. It shows how important people of Liverpool have been in the history of activism.

Absolutely vital, helps bring stories to life.

Very informative and opens new perspectives.

Excellent exhibition. Makes you think how lucky we are & only hope other people can be so lucky.

Has this exhibition helped you think about your own involvement in action for justice? If so, in what ways?

It has and does every time I visit. Everyone is my brother and sister.

Certainly an inspiration to be steadfast and not to feel hopeless.

More likely to voice opinions.

Made me confront our country's history of slavery and how I profit from it as a white person. How it's important to keep fighting for equality.

It secured me in my belief that I'm going in the right direction.

By reinforcing my beliefs and activism.

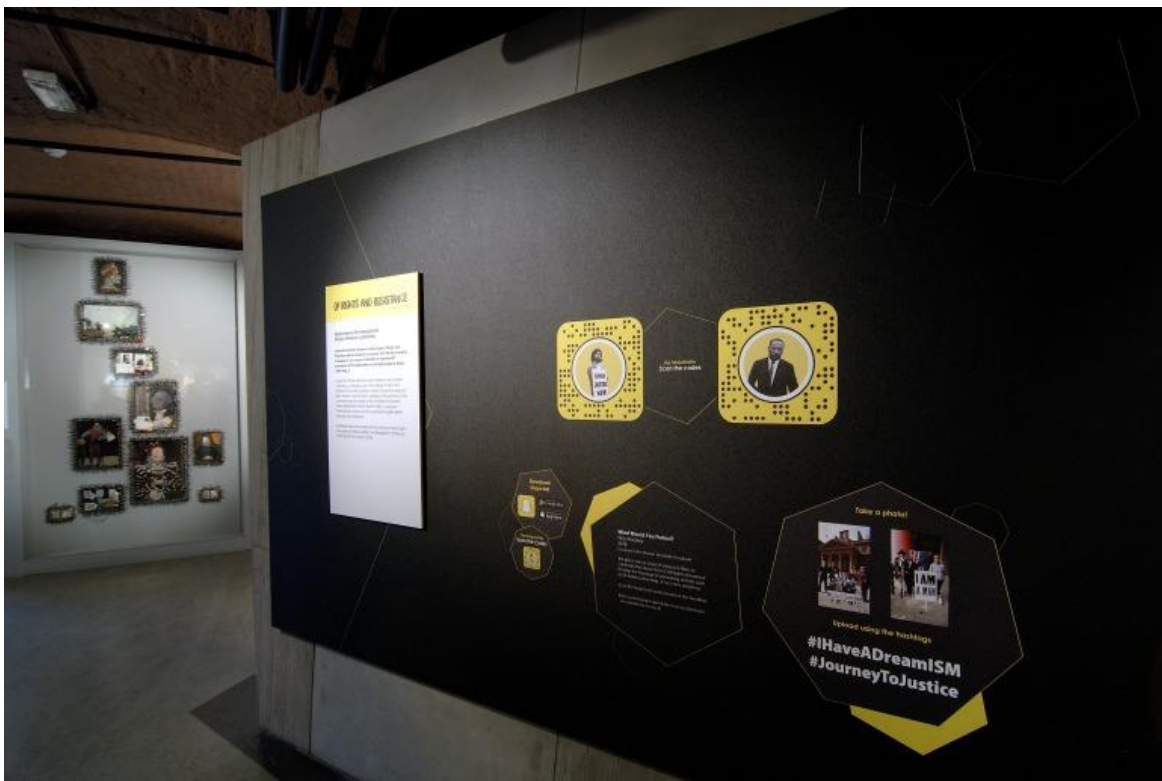
Yes. I am determined than ever to not just be silent, but speak out. Well, from my own little corner of course.

It has strengthened my belief in promoting an inclusive world for all.

I'm probably more vocal and not active enough! That said I put my heart into opening the minds of my children.

IMAGES OF THE EXHIBITION:

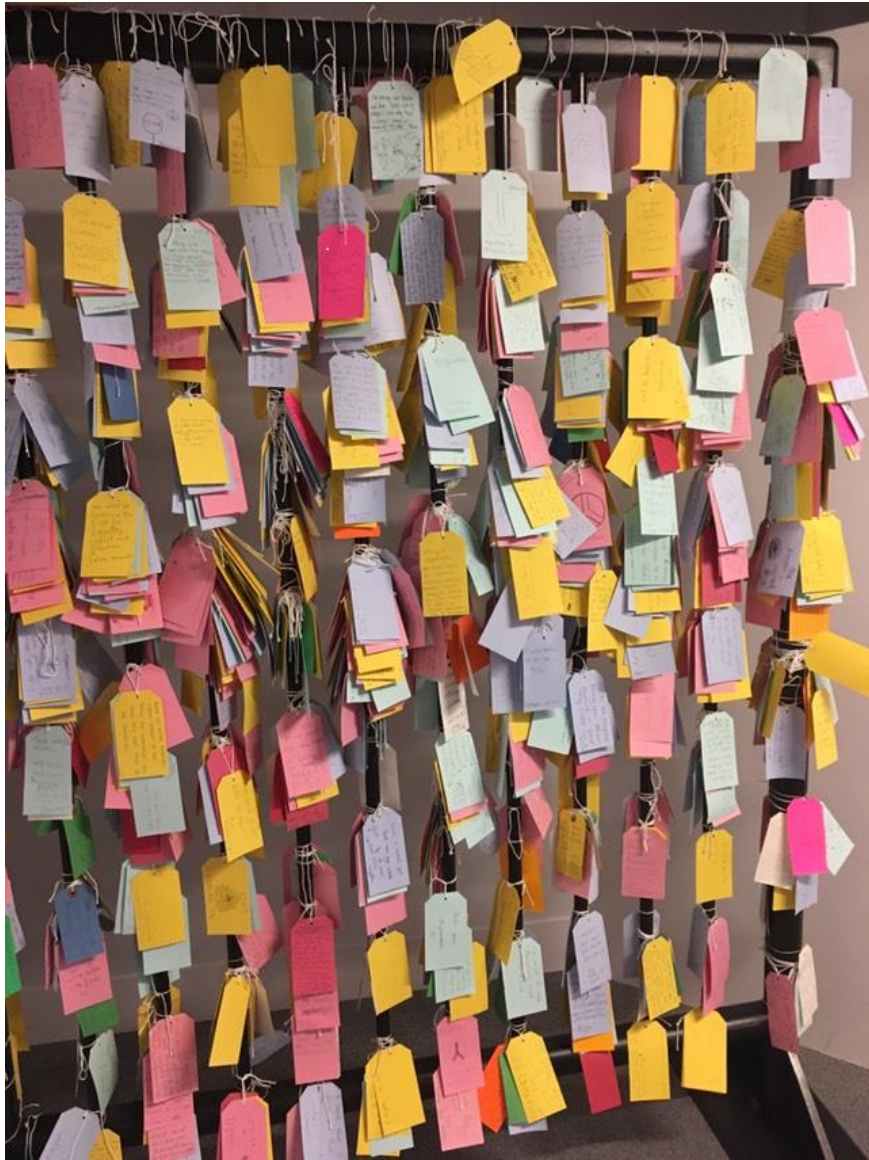














SANKOFA

The Sankofa project aims to share stories, memories and objects connected to Liverpool's Black experience.

This display highlights some of the oral histories and visual minutes created as part of the project.

If you would like to find out more about this project, please visit the Sankofa project's online portal at:
www.liverpoolmuseums.org.uk/collections/research/sankofa

The Sankofa project has been funded by the Esmée Fairbairn Collections Fund and created in partnership with Bristol Culture.



Esmée
Fairbairn
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Fund



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