



Green Books’ “Oasis Spaces”: African American Travel in NC, 1936-1966

White Paper

**Prepared by:
North Carolina African American Heritage Commission**

August 2020



OASIS SPACES



TABLE OF CONTENTS

NC GREEN BOOK PROJECT

About the North Carolina Department of Natural & Cultural Resources	4
Green Books' "Oasis Spaces": African American Travel in NC, 1936-1966	4
Project Overview	4
Project Deliverables	5
Budget + Human Resources	5
Budget	5
Human Resources	6
Project Management	6
Key Strategies	6
Project Personnel	9
Core Project Staff	9
Interns	9
Advisory Board	11
NC Green Book Project Support Team	12
Community-Engaged Information Gathering	13
History Harvest	13
Community Information Sessions	14
Local Partnerships + Grassroots History Events	16
Collecting Oral Histories + Digital Archival Materials	17
Leveraging Media	18

OASIS SPACES

TABLE OF CONTENTS



NC GREEN BOOK PROJECT

Project Research _____	19
Research Background _____	19
Research Methodology _____	21
Project Resources + Outcomes _____	24
Exhibitions _____	24
Web Portal _____	29
Educational Resources _____	30
Launch Events _____	33
Conferences _____	34
Branding + Media _____	34
Project Press Coverage _____	34
Communications Strategy _____	35
NC Green Book Project: Looking Ahead _____	36
Focus Group Survey _____	36
Proposed Next Steps _____	36
Appendices _____	39-79

About the North Carolina Department of Natural & Cultural Resources

The mission of the North Carolina Department of Natural & Cultural Resources (hereafter DNCR) is to improve quality of life by creating opportunities that promote economic development, stimulate learning, preserve the state’s history, spark creativity, and conserve the state’s natural heritage. The agency provides these opportunities to help residents and visitors experience excellence in the arts, history, libraries, and nature. DNCR set precedent as the first organization in the nation to include all arts and culture under one umbrella.

DNCR is the Cabinet-level state agency that oversees 39 parks, 27 historic sites, seven history museums, three aquariums, two art museums and two science museums. DNCR’s umbrella also covers the State Library, Archives, Symphony, Zoo, Office of Archives and History, Office of State Archaeology, and other divisions dedicated to non-formal education and cultural/natural heritage tourism, including the North Carolina African American Heritage Commission.

The North Carolina

African American

Heritage

Commission

The North Carolina General Assembly created the North Carolina African American Heritage Commission (hereafter NCAAHC) in 2008 to assist DNCR in preservation, interpretation, and promotion of African American history, arts, and culture. It consists of ten commissioners, appointed by the Governor and NC General Assembly, and three staff positions. Its mission is: to preserve, promote and protect North Carolina’s African American history, arts, and culture for all people.

Green Books’ “Oasis Spaces”: African American Travel in NC, 1936-1966

Project Overview

In June of 2017, the NCAAHC received a grant award from the Institute of Museum and Library Services (IMLS) for a project entitled “Green Books’ ‘Oasis Spaces’: African American Travel in NC, 1936-1966” (hereafter NC *Green Book* Project). *The Negro Motorist Green Book* was an annual guidebook created by New York City postman Victor Hugo Green. Green published the guidebook from 1936-1966, and he designed it to help African American travelers navigate systemic segregation by compiling listings of “oasis spaces”—businesses ranging from tourist homes and hotels, to beauty salons and restaurants—throughout the United States and internationally. In North Carolina, over 300 sites were listed in the guidebook through the duration of its publication. The NC *Green Book* project sought to educate communities across North Carolina about the history and importance of these often-overlooked historical spaces while encouraging the preservation of the few remaining extant structures through digital tools, traveling exhibitions, and various community engagement experiences.

Work initiated by historian Dr. Alicia McGill, at North Carolina State University, inspired the NC *Green Book* Project. During the Spring 2016 semester, Dr. McGill charged twelve students in her Cultural Resource Management public history course with identifying North Carolina *Green Book* sites, their locations, as well as their physical status (extant, demolished, or unknown). Students identified approximately 326 entries within various editions of the *Green Book* for North Carolina. The North Carolina State Historic Preservation Office (NCSHPO) engaged in some of this early research too, primarily working to verify the physical status of *Green Book* sites. At the onset of the NC *Green Book* Project, NCSHPO revealed that of the 326 sites previously identified by students, 65 sites were extant, while 45 sites had unknown statuses.



The NC *Green Book* Project team built upon this public history course work to clarify the status of each of North Carolina’s *Green Book* sites and to perform academic, archival, and field-based research to gather additional data and historical information for each site.



Project Deliverables

The multi-pronged research and information-gathering approach adopted and executed by members of the NC *Green Book* Project team provided the foundation for the project's robust deliverables.

Primary Deliverables

1. Two identical traveling exhibits (minimum of six panels) with one accompanying technology piece and one tabletop display case per exhibit.
2. One interactive web portal.
3. Five community-centered meetings or events.

Secondary Deliverables

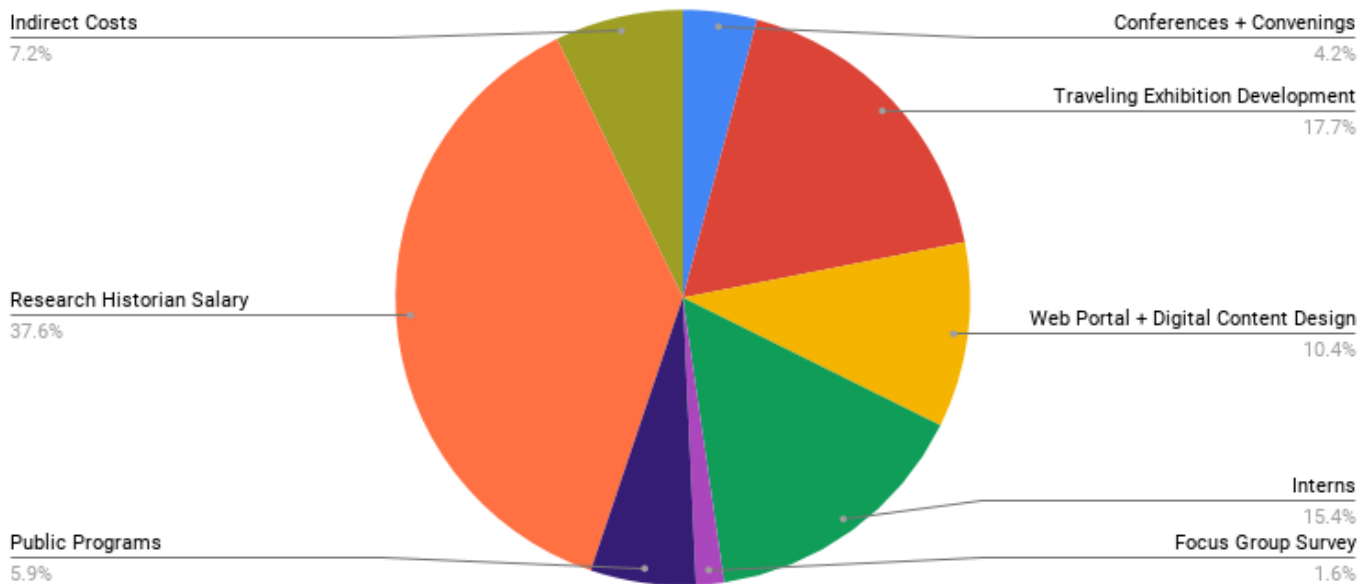
1. One white paper detailing the project.
2. One focus group to provide feedback on web portal and exhibition, inclusive of K-12 educators, differently abled people, community stakeholders, and parents.
3. Four conference presentations.
4. Educational activities for fourth and eighth grade students.
5. Three web-based training sessions for exhibition host sites.

Budget + Human Resources

Budget

The Institute of Museum and Library Services awarded \$148,570 toward the execution and completion of the NC *Green Book* Project (original performance dates: September 1, 2017-March 31, 2019). This is how the funds were allocated:

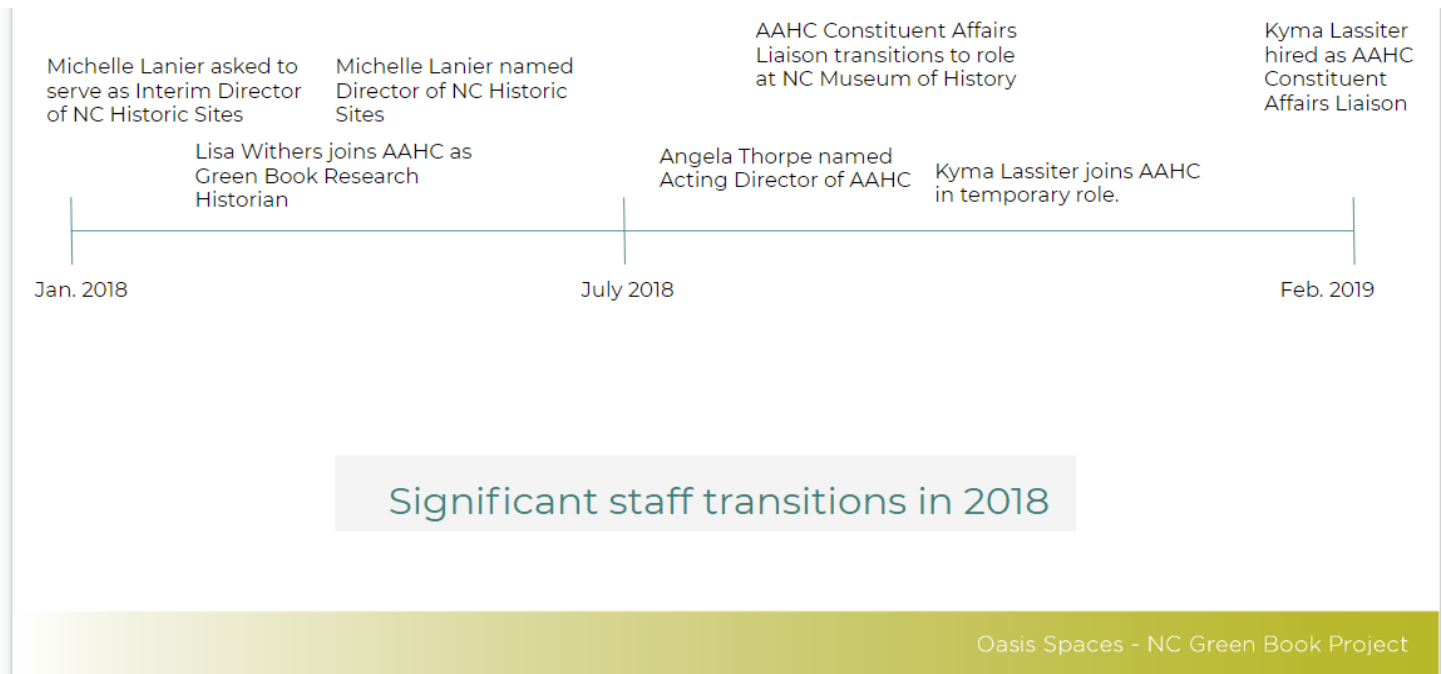
Budget Breakdown (\$148,570)



Human Resources

In September of 2017, the *Green Book* Project Advisory Board approved a job description for the *Green Book* Research Historian role. NCAAHC staff worked with DNCR human resources staff to create a new, temporary position under the NCAAHC. This process took several months and required a series of approvals from DNCR budget and human resources officials. The position was approved and subsequently posted in November of 2017. After a failed initial search (low number of qualified applicants), the position was reposted in December of 2017. Of several qualified applicants, NCAAHC staff and *Green Book* Project Advisory Board members elected to interview four candidates before selecting a final candidate who began work in March 2018 ([job bulletin](#)).

The NCAAHC also experienced several critical staff transitions that affected the early months of the project. Those transitions ultimately led to a new Co-PI being designated.



Project Management

Key Strategies

Given significant threats to the timeline at the project's earliest stages, and due to the robust nature of the project, the NC *Green Book* Project team relied on several key strategies to execute to project. Ultimately, they remained clear on project goals and the project timeline; they remained flexible; and asked for support early and often.

Project Timeline

At the onset of the NC *Green Book* Project, NCAACH staff worked closely with members of the *Green Book* Advisory Board to establish a clear timeline. This project timeline was more detailed than the original schedule of completion that was submitted in the original grant package. This timeline enabled NCAAHC staff to more closely examine each step required to execute this large grant over a period of years. This strategy also provided staff a clearer picture of how to intertwine grant work other organizational requirements.



This timeline was not static, and evolved throughout the project. It proved to be one of the most critical tools that contributed toward successful completion of the grant, primarily due to its detail (view the final iteration of the project timeline in Appendix A).

Regular Review of Grant Documents

Given the breadth of the grant award, the NC *Green Book* Project team reviewed grant documents regularly to ensure familiarity with goals and to remain vigilant in completing deliverables.

Flexibility

Project Timeline

The project team found the project timeline to be critical throughout the duration of the NC *Green Book* Project. To this end, the project timeline worked in the team's favor, enabling the team to have a clear understanding of when, how, and where to shift project goals and deadlines. Several factors affected the team's decision-making around creating these shifts: Natural disasters and weather events, significant changes in organizational staff structure, community-based partnership challenges, and bureaucratic realities are just a few of those factors.

NCAAHC staff requested an approximately 1.5-year project extension in the summer of 2018, about one year into the project. This decision was motivated by the significant delay in hiring the project Research Historian, which in turn delayed the process of meeting key project goals. Consequently, the project's performance dates were adjusted from September 1, 2017-March 31, 2019 to September 1, 2017-August 31, 2020.

Project Budget

NCAAHC staff revised the project budget in the summer of 2019. The NC *Green Book* Project team reduced expenditures related to the traveling exhibit and web design significantly, providing \$21,000 for reallocation. The funds were reallocated as follows:

- \$8,000 | Additional project internships (Four at \$2,000 per internship)
- \$2,000 | Project focus group
- \$4,000 | Conference travel
- \$7,000 | Traveling exhibit launch activities

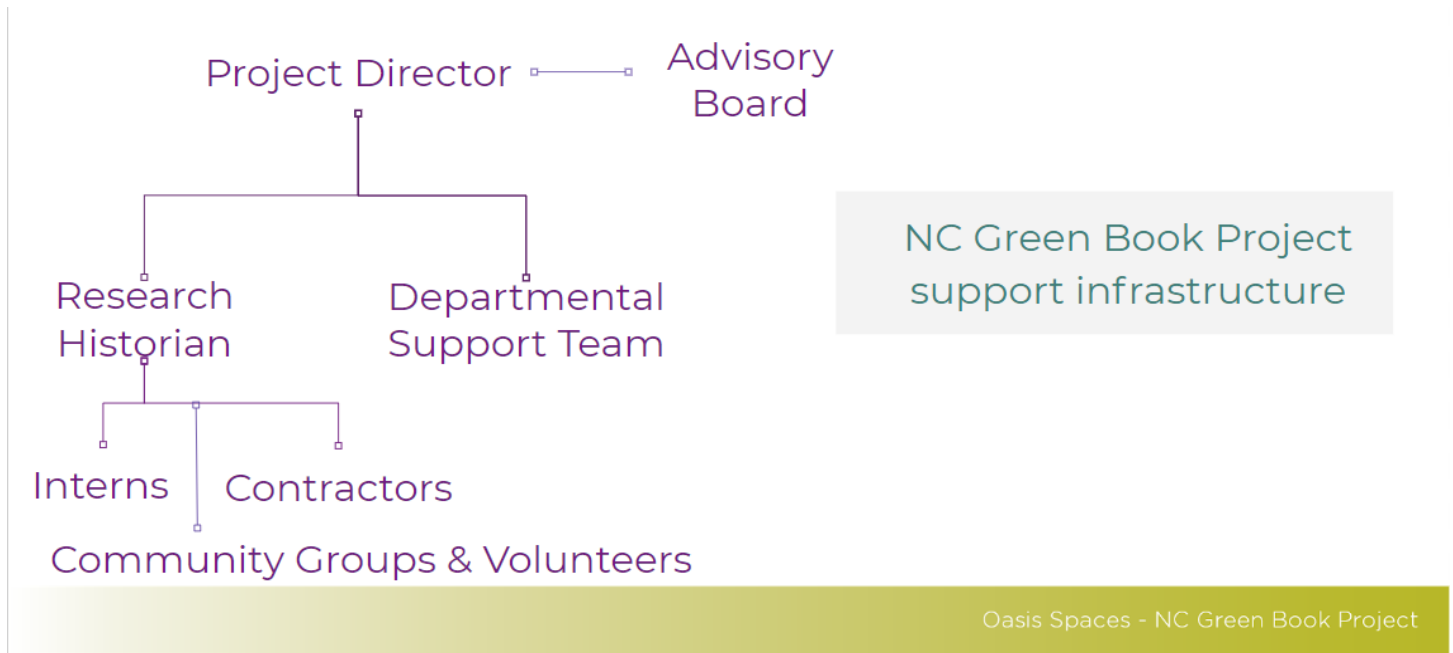
Project Goals + Deliverables

The multifaceted work required of this project was at times inspiring, and at other times daunting. As such, the NC *Green Book* Project team remained flexible in simplifying some concepts, while expanding others. For example: despite multiple calls to action, the project team were unable to procure artifacts to accompany the exhibit in tabletop display cases, with the exception of one 1959 edition of *The Negro Motorist Green Book*. Thus, the team abandoned the original goal of traveling tabletop exhibit display cases, and worked instead with the North Carolina Museum of History to display the *Green Book* on loan on several occasions. This adaptive method established a successful route to building awareness about and excitement around the project. On the other hand, the team was able to expand the number of exhibit panels (from six to eight) based on the amount of historical information, archival materials, and collected oral histories. Community-based meetings and events centered around the project became so popular that the team well exceeded the original goal of five convenings. Finally, the COVID-19 pandemic forced the project team to rethink some critical goals just as the traveling exhibition made its public debut in March 2020. The DNCR marketing team developed an online, interactive version of the traveling exhibit in response to the physical exhibit being unable to travel. A focus group convening of 25 people was planned for the spring of 2020; however, the team pivoted, creating a digital survey that was shared with more than 80 stakeholders.



Project Support Team

The work of the NC *Green Book* Project was deep and broad. After working through the first six months of the project, NCAAHC staff recognized that it would be impossible to balance the project with other organizational projects and priorities without additional support. Rising to the challenge, NCAAHC staff created a strong support infrastructure. A detailed snapshot of the members of the project support infrastructure is available in the “Personnel” section of this document. For now, we will describe the organization and responsibilities of the infrastructure team.



- **Project Director/Co-Principal Investigator (Co-PI):** Managed the NC *Green Book* Project and tended to its administrative and bureaucratic needs, managed the project Advisory Board, and hired and supervised Research Historian.
- **NC *Green Book* Project Advisory Board:** Provided guidance to the Project Director and Research Historian as well as technical and field-based advisement to the project.
- **Research Historian:** Researched the history of North Carolina *Green Book* sites, and identified and collected historical materials to supplement project deliverables, prioritizing a community-centered research methodology. Also managed project interns.
- **Departmental Support Team:** Helped to execute project deliverables using departmental resources.
- **Interns:** Provided support around meeting specific project goals, and received training and mentorship related to African American public heritage work and public history.
- **Contractors:** Provided support toward meeting specific project goals and executing some project deliverables.
- **Volunteers:** Provided geographically based research support to project Research Historian.
- **Community Groups + Institutions:** Partnerships with these groups increased grassroots, statewide awareness of the project, and provided opportunities to combine resources for research, outreach, and gathering materials.



Project Personnel

Through formal and informal processes, the NCAAHC identified and created a robust personnel team to execute the NC Green Book Project. This team, which ranged from public heritage professionals, to students, to volunteers, brought significant skills, expertise, and perspectives that enabled the project to be executed in a strategic, inclusive, and meaningful way.

Core Project Staff

Angela Thorpe | Director, NCAAHC | Project Director/Co-PI

Oversaw the project, tended to its administrative and bureaucratic needs, managed the project Advisory Board, and hired and supervised Research Historian.

Ramona Bartos | Director, North Carolina Division of Historical Resources | Co-PI

Approved project research and provided support from the State Historic Preservation Office of North Carolina.

Joseph Beatty, PhD | Director, North Carolina Office of Historical Research; Editor-In-Chief, NC Historical Review

Reviewed web portal entries created by Research Historian and project interns.

Lisa R. Withers | NC *Green Book* Project Research Historian

Researched the history of North Carolina *Green Book* sites and identified and collected historical materials to supplement project deliverables prioritizing community-centered research methodology. Also managed project interns.

Kyma Lassiter | Arts & Outreach Coordinator, NCAAHC

Coordinated project's community-based outreach events, reviewed research materials, and provided support, as needed, to Research Historian.

Karen Ipock | Child Education Coordinator/N.C. History Day Coordinator, DNCR

Led committee that created project's educational resources and web-based trainings for exhibit host sites.

Kimberly Kandros | Manager of Development and Special Projects, DNCR

Served as IMLS liaison for project and provided support in project reporting and budget management.

LeRae Umfleet | Special Project Liaison, DNCR

Provided support in project reporting and budget management.

Norma Stokes | Business Officer, DNCR

Provided support in project reporting and budget management.

Kevin Cherry, PhD | Deputy Secretary (DNCR), State Historic Preservation Officer, and Secretary to the NC Historical Commission

Expedited project's cross-divisional activities and served as the project's liaison to the NC Historical Commission.

Interns

As part of her role, the *Green Book* Research Historian was responsible for managing interns through the duration of the project. Internship descriptions were crafted based on project needs, and interns were selected based on their skillsets, capacity for professional growth, and ties to Historically Black Colleges and Universities (HBCU).





Emily McIntosh, left, interviews interns Natalie Rodriguez and Dana Green for a Facebook Live event.

A total of eight internships were made available for this project. Students enrolled in HBCUs and students of color were encouraged to apply for these 10-week internship opportunities. The project paid a \$2,000 stipend for each internship.

These internships also enabled the NCAAHC to fulfill its commitment to developing the next generation of African American heritage practitioners.

The following interns completed a thorough application and interview process before joining the NC *Green Book* Project team to fulfill their internship responsibilities:

Natalie Rodriguez | B.A., North Carolina Central University; M.A. in Public History, NC State University

- Intern during Summer 2018, Fall 2018, and Spring 2019.
- Natalie's primary role was collecting historical and modern-day images of *Green Book* sites.
- Natalie went on to be hired full-time by DNCR as the Education Coordinator at the NC State Capitol State Historic Site (where she has developed a *Green Book* walking tour of Downtown Raleigh) and Tour Coordinator at the NC Executive Mansion. She is the first Afro-Latina to hold such a position within DNCR.

Dana Green | B.A., Bethune-Cookman University; M.A. in History, North Carolina Central University

- Intern during Summer 2018.
- Dana's primary role was conducting oral histories with people affiliated with *Green Book* businesses/African American travel in North Carolina.
- Dana became a Ph.D. candidate in History at Morgan State University in the Fall 2020 semester.

Brea Johnson | B.A., North Carolina Central University; M.A. in Public History, North Carolina Central University

- Intern during Fall 2018.
- Brea's primary role was archival research and preparing historical profiles of *Green Book* sites.
- Brea is currently on the job market.

Miranda Clinton | Currently pursuing B.A. in History, North Carolina Central University

- Intern during Fall 2019 and Summer 2020
- Miranda conducted primary source research and researched and wrote essays on extant *Green Book* sites.
- Miranda continues to pursue her bachelor's degree in History at North Carolina Central University and serves as an active research contractor for the NCAAHC. She aspires to pursue a graduate degree in History.

Britni Wallace | B.A., Oberlin University

- Intern during Fall 2019.
- Britni indexed oral histories for project research and identified quotes.
- Britni has since worked at other North Carolina cultural heritage sites, including the Pauli Murray Center for History and Social Justice in Durham.



Advisory Board

Shortly after the NCAAHC received its grant award, staff created a NC *Green Book* Project Advisory Board. This diverse body was comprised of public heritage leaders from across North Carolina. They assisted the NC *Green Book* Project team in building local networks in communities where *Green Book* sites are or were located, to gather local knowledge and raise awareness of the project. They also provided technical and field-based advisement to the project. Members of the Advisory Board met at several points during the project and participated in the final digital focus group.

NC *Green Book* Project Advisory Board Meeting Dates:

- August 2017
- April 2018
- June 2018
- June 2019
- October 2019 (virtual meeting)
- August 2020 (digital focus group)

Advisory Board Members

Ramona Bartos

Director, Division of Historical Resources, NC Office of Archives and History

Dr. Tamara Holmes-Brothers

Deputy Director, North Carolina Arts Council; NCAAHC Commissioner

Sharon Bryant

Director of African American Outreach Programs, Tryon Palace

Dr. Kevin Cherry

Deputy Secretary (DNCR), State Historic Preservation Officer and Secretary to the NC Historical Commission

Andrew Edmonds

GIS Technical Support Analyst, State Historic Preservation Office of NC

Linda Fox

DNCR Photographer

Michael Hill

Research Supervisor, NC Office of Archives and History (retired)

Mr. Hill was replaced by Jessica Bandel, Research Historian, NC Office of Archives & History

Earl Ijames

Curator, NC Museum of History

Karen Ipock

Child Education Coordinator/N.C. History Day Coordinator, DNCR

Kimberly Kandros

Manager, Development & Special Projects, DNCR



Dr. Blair L.M. Kelley

Assistant Dean for Interdisciplinary Studies and International Programs for the College of Humanities and Social Sciences, Associate Professor of History, NC State University

Dr. Alicia McGill

Assistant Professor of History, NC State University

Alyson Rhodes-Murphy

Director of Collections, Tryon Palace

Dillon Tyler

Tour Coordinator, International Civil Rights Center & Museum

Andre' Vann

Archivist, North Carolina Central University

Sasha Mitchell

Chair, Asheville-Buncombe County African American Heritage Commission (rolled off due to illness)

NC *Green Book* Project Support Team

The charge of the NC *Green Book* Project was vast. Considering the full scope of the project's work and goals, a large support team was created:

Exhibition Development

- Richard Barton | DNCR Design Director
- Melody Hunter-Pillion | Contractor

Web Portal Development

- Phil Bicking | Contractor
- Imogen Hoyle | DNCR Digital Content Marketing Specialist

Educational Resources and Traveling Exhibition Coordination

- Adrienne Berney | Outreach Coordinator, Education & Outreach Team, DNCR
- Sally Bloom | Director of Longleaf Film Festival, Online Educator Workshops and Producer, North Carolina: Long Story Shorts!, NC Museum of History
- Jason Diem | Director of Program Integration, Education & Outreach Team, DNCR
- Jennifer Hanft | State Library of NC Government & Heritage Library
- Karen Ipock | Child Education Coordinator/N.C. History Day Coordinator, Education & Outreach Team, DNCR

Video and Photography

- Linda Fox | DNCR Photographer
- Tom Normanly | (DNCR Executive Video Producer
- Matt Zeher | DNCR Media Production Specialist

Programming, Promotion, and Communications

- Catherine Swain | DNCR Head of Marketing
- Michele Walker | Public Information Officer, DNCR



Digital Content Development

- Maya Brooks | Contractor
- Angelena Castro | DNCR Social Media & Content Strategist
- Brandon Goins | DNCR Social Media & Content Strategist
- Emily McIntosh | DNCR Social Media & Content Strategist
- Andre Nabors | Partner Relations Manager, Visit NC
- Kaytee Smith | DNCR Chief Content Officer

Research

- Brandie Ragghianti | Contractor

Community-Engaged Information Gathering

The NC *Green Book* Project team implemented a multi-pronged, community-based approach to gather data, information, stories, and materials related to African American travel in North Carolina, North Carolina *Green Book* sites, and life during the Jim Crow Era. This approach was critical to shaping key pieces of the project, especially the project web portal and traveling exhibitions. Additionally, this approach was innovative. At the earliest stages of visioning the possibilities for the NC *Green Book* Project, the project team opted to look beyond the static shells of *Green Book* site buildings, and instead highlight the experiences of Jim Crow Era travelers and the lives of NC *Green Book* site owners. The team maintained a strong commitment to featuring these individuals' materials and stories in as many components of the project as possible. This approach required the project team to connect creatively with communities and build relationships with stakeholders across the state.

Ultimately, the project team led and engaged in several community-based convenings to connect communities across North Carolina to the NC *Green Book* Project. The team worked diligently to promote the project, and cultivated opportunities for North Carolinians to share stories, memories, and materials for the project. Most notably, this work yielded the completion of 59 oral histories, one loan of an original 1959 edition of the *Negro Motorist Green Book*, and archival materials donated from 12 individual families with varied connections to North Carolina *Green Book* sites.

History Harvest

On Thursday, June 19, 2018, the NC *Green Book* Project team piloted a “History Harvest” centered on the NC *Green Book* Project. The “harvest” took place at the North Carolina Museum of History in Raleigh. By strategically holding the event in one place, the team hoped to create a “one-stop” opportunity to collect stories, memories, 3-D objects, archival materials, and data from community stakeholders across the Triangle region (please see Appendix B for program “Informed Consent Form” and Appendix C for program instruction form for interns and volunteers).

During this event, participants were encouraged to visit a series of stations in the museum, including:

1. **Memory Mapping:** Participants were invited to connect with local maps from various eras, and share their memories of the community and specific *Green Book* businesses on the map.
2. **Artifact Sharing:** Participants were invited to share, loan, or donate their archival materials and 3-D objects here. NCAAH staff, as well as staff from the NC Museum of History and the State Archives of NC, were present with gloves, scanners, and donation and loan forms to process materials.



1959 edition of The Negro Motorist Green Book



3. Structured Oral Histories: Participants could participate in 15- to 20-minute oral history interviews.
4. Reflection Room: Participants were able to share general reflections of the community, *Green Book* businesses, or their experiences/remembrances of travel during the Jim Crow Era. These reflection sessions were recorded.
5. Surveys: Participants were encouraged to complete a survey detailing their hopes and expectations for project deliverables, particularly the web portal and traveling exhibitions.

Though this event was well-conceived and widely promoted, only about 50 participants engaged in this participatory experience. Most participants engaged with the memory mapping, survey, and reflection room stations. Inasmuch, the project team gained some valuable knowledge, but little in the form of materials or oral histories. Additionally, the event was strategically tied to a *Green Book* Advisory Board Meeting. This—the team hoped—would foster cross-promotion and yield Advisory Board participation. Due to the length of the meeting (1:00-4:00 p.m.), less than a dozen members chose to remain at the museum to participate in the two-hour History Harvest (4:00-6:00 p.m.). The amount of time and resources that went into planning, promoting, and executing the event did not yield the anticipated outcome: a minimum of 100 participants, loans of six to eight 3-D objects, and countless numbers of archival materials scanned for the project. The team hoped to implement similar events across the state, prematurely based on this event’s success.

Ultimately, it was determined that several factors led to the event’s lukewarm engagement. First, the North Carolina Museum of History’s relationship with African Americans is not particularly strong (outside of its annual African American Cultural Celebration). Second, to request that constituents travel to this space where little trust exists, to share precious memories and ephemera, was not realistic. Third, to expect constituents from across the region to travel to Downtown Raleigh on a weeknight (during rush hour) was not realistic either. Fourth, to ask constituents to contribute to a project they knew little about was an oversight. Finally, to ask our Advisory Board members to remain after a long day of meeting was not thoughtful.

With this experience and these critiques in mind, the NC *Green Book* Project team pivoted its community engagement strategy.

Community Informational Sessions

As a result of the “History Harvest” experience, the NC *Green Book* Project team became aware of two critical realities: constituents needed to be made aware of the project, and project staff needed to go to constituents in institutions they trusted. Accordingly, the team pivoted towards facilitating community informational sessions across North Carolina.

These informational sessions were designed with four goals in mind:

1. To make people aware of the existence and goals of the NC *Green Book* Project.
2. To share the information, we knew about local *Green Book* sites.
3. To request help in learning more about local *Green Book* sites, site owners and their families, and travel experiences during the Jim Crow Era.
4. To explicitly request donation of time and personal materials, especially in the form of oral histories, 3-D objects, and archival materials.

The team’s approach towards organizing these meetings was thoughtful and strategic. At a basic level, constituents were not expected to travel to Raleigh to learn about the NC *Green Book* Project—this we learned clearly from our pilot History Harvest. As such, the team recognized that they must travel to constituents. Furthermore, the team was very intentional about selecting program locations. They worked diligently to host informational sessions in cities and towns that had significant numbers of *Green Book* sites or communities with strong, built-in African American heritage networks or groups. The team also carefully considered the types of gathering spaces that were available to them. To this end, they made a concerted effort to identify gathering places within African American communities, local institutions that had positive relationships with the African American community, and spaces African American community members perceived as places of belonging.



The informational sessions proved incredibly fruitful and enabled us to consistently meet the goals outlined above in various places and spaces across North Carolina (see Appendix D for promotional flyer, and Appendix E for mailed invitation letter).

The following informational sessions occurred between 2018 and 2019:

October 2018 | Fayetteville Informational Session

Nearly 25 eager and active stakeholders, from community members to representatives of local history groups and institutions, participated in this meeting at Fayetteville State University. This meeting enabled the Research Historian to gather new information and data, strengthened relationships with local heritage groups and gave way to a follow-up meeting.

December 2018 | Raleigh Informational Presentation

During this session, the NC *Green Book* Project team connected five members of the Triangle Chapter of the Afro-American Historical & Genealogical Society and a handful of staff members from the Wake County Public Library to the project. Even though it was a small group (due to inclement weather), the intimate setting created an environment for two community members to share stories about traveling during the Jim Crow Era.

January 2019 | Greensboro Informational Session

This session, which occurred at the Greensboro History Museum, was executed in partnership with the International Civil Rights Center & Museum and the Greensboro History Museum. This was the most widely attended session, with 150 people from across the state in attendance.

February 2019 | Wilmington Informational Presentation

During this session, the NC *Green Book* Project team connected nearly a dozen members of the New Hanover County NAACP to the project. This presentation yielded deeper local connections and provided an opportunity for the project team to perform necessary fieldwork.

February 2019 | Raleigh Informational Presentation

During this session, members of the South Park East Raleigh Neighborhood Association were connected to the NC *Green Book* Project as part of their annual meeting. This is Raleigh's largest historic African American neighborhood.

March 2019 | Asheville Informational Session

Approximately 20 stakeholders participated in this informational session at the YMI Cultural Center. Participants included community organizers, arts leaders, representatives from the city, and representatives of various historic preservation groups. This was our most provocative and animated session. Due to a pattern of "African American heritage extraction," as well as a lack of transparency around local heritage projects, this session required the NC *Green Book* Project team to listen intently. Despite the necessary challenges of this session, the team was able to build trust with critical stakeholders, deepen existing relationships, and make connections with key "knowledge keepers" from the area. The team's open approach and humble listening turned challenges into true gains.

June 2019 | Fayetteville Informational Session

The NC *Green Book* Project team returned to Fayetteville to reconvene with local stakeholders. Connections made during this session yielded seven oral histories.



June 2019 | Raleigh Informational Presentation

This session served as a rescheduled presentation for the Triangle Chapter of the Afro-American Historical & Genealogical Society, which originally took place in December 2018.

July 2019 | Charlotte Informational Session

Nearly 10 stakeholders joined the NC *Green Book* Project team at the Beatties Ford Road Regional Library for this session. Stakeholders primarily represented local institutions, including university archives, historic sites, libraries, and an art museum. These connections provided an opportunity for the team to grow relationships with these institutions.

All told, approximately 250 stakeholders from across North Carolina were engaged in nine informational sessions that took place over the course of nine months.

Local Partnerships + Grassroots History Events

Based largely on the success of the community informational sessions, the NC *Green Book* Project team continued to leverage strategic, targeted community engagement strategies.

Primarily through the efforts of Lisa R. Withers, the NC *Green Book* Project Research Historian, the project team was able to develop strategic partnerships with a diversity of cultural institutions across the state. These partnerships enabled Lisa, project interns, and the institutions to combine their expertise and resources to perform outreach, advance research, and gather materials centered on *The Negro Motorist Green Book* in North Carolina. This strategy—which required keen networking and relationship-building skills—was critical to making community connections, deepening local relationships, and gathering relevant information and stories related to the project.

Partnerships were formed with:

- A diversity of churches and local heritage groups
- Fayetteville State University
- Greensboro History Museum
- International Civil Rights Center & Museum
- Triad cultural heritage organizations
- Triangle Chapter of the African American Historical & Genealogical Society
- The University of North Carolina at Greensboro
- Wake County Public Library
- Wayne County Public Library

The project team also found success in making themselves available to communities. Team members committed their time and attentions to being present for and participating in community heritage events across the state. This enabled the team to demonstrate legitimate investment in African American communities, and in turn, helped build trust with local stakeholders. This participation also created opportunities for project staff to gather data from a variety of stakeholders and build connections to specific *Green Book* sites.

These events included:

September 2018 | African American Cultural Festival of Raleigh & Wake County

This festival traditionally draws tens of thousands of people from across the southeast to Downtown Raleigh over Labor Day weekend. During the festival, NCAHHC staff encouraged festival-goers to complete a survey detailing their hopes and expectations for the NC *Green Book* project, as well as their general knowledge about *The Negro Motorist Green Book* (in the hopes that staff would have a more accurate sense of what content to include in the traveling exhibition and web portal). Staff received completed surveys from over 100 people.



October 2018 | Elizabeth City State University Homecoming

Here, the NC *Green Book* Project Research Historian promoted the NC *Green Book* Project. She encouraged festival-goers to complete a survey detailing their hopes and expectations for NC *Green Book* project, as well as their general knowledge about the *Negro Motorist Green Book* (in the hopes that staff would be provided with a greater sense of what content to include in the traveling exhibition and web portal). She received completed surveys from over 50 people.

February 2019 | City of Raleigh Museum Symposium

Three interns represented the project at the City of Raleigh Museum Symposium. From this event, the interns and an Advisory Board member connected a community member to the project. This connection created additional connections to community members for three different Raleigh *Green Book* sites.



L-R: Ashely Adams, Natalie Rodriguez (intern), and Brea Johnson (intern) at grassroots history event.

February 2019 | Screening of the Smithsonian Channel's "Green Book Guide to Freedom" Documentary at the North Carolina Museum of History

The NC *Green Book* Project Research Historian participated as a panelist following this documentary screening. Her participation in this event led to connections with members of the North Carolina Legislative Black Caucus, who are either direct descendants of North Carolina *Green Book* site owners or were willing to contribute Jim Crow Era travel stories.

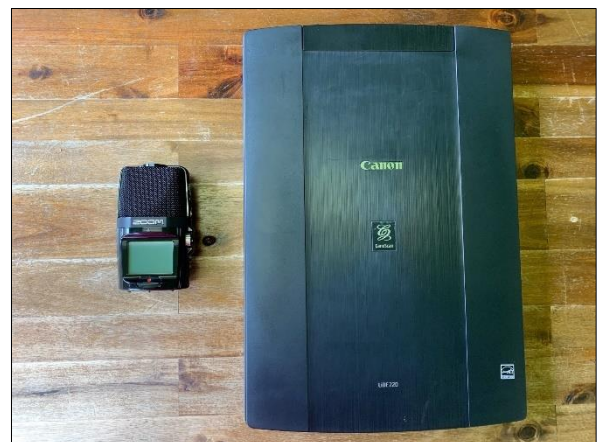
March 2019 | Triad History Day

The NC *Green Book* Project Research Historian served on the planning committee for and participated in this event. The University of North Carolina at Greensboro sponsored the event, and it was hosted by the Greensboro Historical Museum. Approximately 100 community members attended, enabling NC *Green Book* Project team members to engage with them. A descendant of a Greensboro *Green Book* site contributed items for scanning during this event, and connections were made with stakeholders who knew descendants of *Green Book* Site owners in High Point.

Taken together, this level of engagement created more than 300 touchpoints over the course of seven months for the NC *Green Book* Project team.

Collecting Oral Histories + Digital Archival Materials

Early on, it was determined that oral histories would be valuable to activating the historical facts and data that were collected about *The Negro Motorist Green Book* in North Carolina. However, it was critical for the project team to maintain that, though oral history could indeed be a project component, this was not an oral history project. Ultimately, the team hoped to capture stories that illustrated the experiences of African American travelers during the Jim Crow Era and to hear from people whose lives intertwined with North Carolina *Green Book* sites. With these narrative-centered parameters, we set a goal of collecting 33 oral histories. Due to the success of the team's relationship-building efforts, team members collected and completed 59 oral histories by the conclusion of the project. These oral histories became an outgrowth of the strategic community engagement work led by the project team.



Digital recorder and portable scanner included in project's "archival backpack"



As a result of the connections that were made, largely during community informational sessions and community events, the NC *Green Book* Project team engaged in intimate touchpoints with small families or individuals. During these meetings, the NC *Green Book* Project Research Historian utilized the [“Archivist in a Backpack”](#) model created by UNC Chapel Hill. This strategy maximized the amount of information gathered during individual meetings (usually scheduled oral histories): An oral history would be conducted; archival materials could be scanned; materials could be shared with stakeholders to support them in caring from their materials. Through on-site release forms, narrators granted permissions to use their oral histories and digital archival materials (see Appendix F for “Oral History Informed Consent & Release Form”).

The NC *Green Book* Project Research Historian led this work with some support from interns. Brea Johnson, Oral History Intern, assisted with facilitating oral histories, analyzing oral histories for research purposes, and creating audio clips* from oral histories to include on the web portal. Project intern Britni Wallace provided support in indexing oral history audio clips, as well. This work also played a key role in the traveling exhibition, as the quotes featured in the exhibition were pulled from these oral histories.

**It was ultimately determined that full oral histories would be made available via the web portal, rather than oral history clips.*

Leveraging Media

Social media, television, print news and radio served as viable platforms for promoting the NC *Green Book* Project, and this variety of media subsequently fostered networking opportunities within communities. Community members reached out to the project team to connect more deeply with the project after learning about it via these mediums.

Facebook provided the most traction, giving the team the ability to connect to virtual communities, especially through programming like Facebook Live events. Project interns also connected with Facebook Groups related to specific *Green Book* sites to learn more about these sites and to connect with their stewards and stakeholders.



*Image of Plaza Manor Hotel, ca. 1950s
Courtesy of Anita Steele/TriadHistory*



Lisa R. Withers, Research Historian, speaks with a reporter for a local news segment



Project Research

The NC *Green Book* Project Research Historian, Lisa R. Withers, implemented a complex, strategic set of research methodologies to gain data for the NC *Green Book* Project. With the support of interns, contractors, and volunteers, Withers worked to collect core data for each of the North Carolina sites that appeared in *The Negro Motorist Green Book* between 1933-1966. Core data includes:

- Years listed in the *Green Book*
- *Green Book* category, if applicable (i.e., tourist home, service station)
- Business name, if applicable
- Affiliated individuals
- Verified addresses(s)
- Physical status of *Green Book* site as of 2018-2020 (extant, demolished, or unknown)

Where possible, brief narratives of some sites were created as well.

This work created the foundation for the historical entries included on the NC *Green Book* Project Web Portal. It also helped to create a deeper understanding of the role of *The Negro Motorist Green Book* in North Carolina and has contributed significantly to scholarship about the *Green Book*.

Research Background

Historiography

The predominant public narrative about *The Negro Motorist Green Book* highlights Victor H. Green as a Harlem postal worker who created and published the guide between 1936-1966 to help African Americans' automobile travel during the Jim Crow Era. This publication listed restaurants, motels, gas stations, beauty and barber shops, and other businesses friendly to African Americans to help them avoid "embarrassing situations," or more plainly, discrimination.

This narrative is often told within the lens of middle-class and upper-class African Americans participating in leisure travel (most often interstate leisure travel), though most of the time the purpose of travel is not mentioned in the public narrative. This narrative also includes traveling by car with a shoebox of food, giving the impression that African Americans were predominantly traveling by car and that the *Green Book* was produced for automobile travel.

Most of the scholarship on the topic discusses the role and function of the *Green Book* within African American travel experiences (comprehensive research bibliography available in Appendix O). The most in-depth works are a dissertation completed by Gretchen Sullivan Sorin and a recent book by Candacy Taylor.¹

Of the identified scholarship, only one investigates the listings inside the publication rather than focusing on the function of the publication itself.² However, this thesis limits its studies to only two editions, 1949 and 1956, and primarily utilizes the category headings for analysis.

During early stages of the project, it was assumed that the project team would find evidence to support the dominant narrative within the *Green Book* listings for North Carolina.

¹ Sorin, Gretchen Sullivan. "Keep Going': African Americans on the Road in the Era of Jim Crow." PhD Dissertation, University at Albany, State University of New York. 2009; Candacy Taylor. *Overground Railroad: The Green Book & Roots of Black Travel in America*. New York: Abrams Press, 2020.

² Monahan, Meagen Kathleen. "The Green Book': A Representation of the Black Middle Class and Its Resistance to Jim Crow Through Entrepreneurship and Respectability." Undergraduate Honors Thesis. William & Mary. 2013.



Research Efforts in North Carolina

During the Spring 2016 semester, Dr. Alicia McGill charged twelve students in her Cultural Resource Management public history course at NC State University to identify North Carolina *Green Book* sites, their locations, as well as their physical status (extant, demolished, or unknown). Students identified approximately 326 entries within various editions of the guide.

The North Carolina State Historic Preservation Office (NCSHPO) engaged in some of this early research too, primarily working to verify the physical status of *Green Book* sites.

Dr. McGill's students produced five reports that are currently on file with NCSHPO as a result of their coursework. These reports included documented information for 68 of the 326 identified sites (or 20% of the identified entries for the state). However, the information included in the combined reports is not uniform in scope. These reports were also not grounded in a systematic use of primary and/or secondary sources to establish a baseline of information about each *Green Book* site in North Carolina.

Here is an overview of those reports:

Bowers, Katherine, Derek Huss, and Rachel Jacobson. "The *Green Book* Assignment, North Carolina, Durham, Wake, Halifax, Vance: Historical Structure Report for the North Carolina Historic Preservation Office." Report for HI 587: Cultural Resource Management, North Carolina State University, Spring 2016.

- Counties assigned: Durham, Wake, Halifax and Vance
- Number of *Green Book* sites in assigned areas: 82
- Number of *Green Book* sites discussed with documentation in report: 20
- Percentage of *Green Book* sites discussed with documentation in report: 24%

Coscolluela, Nicole, Malorey Henderson, and Claire Kempa. "North Carolina *Green Books* Historic Preservation Study Report: Beaufort, Bertie, Caldwell, Davidson, Edgecombe, Forsyth, Guilford, Iredell, Nash, Pasquotank, Pitt, Rowan and Wilson Counties." Report for HI 587: Cultural Resource Management, North Carolina State University, Spring 2016.

- Counties assigned: Beaufort, Bertie, Caldwell, Davidson, Edgecombe, Forsyth, Guilford, Iredell, Nash, Pasquotank, Pitt, Rowan and Wilson
- Number of *Green Book* sites in assigned areas: 65
- Number of *Green Book* sites discussed with documentation in report: 24
- Percentage of *Green Book* sites discussed with documentation in report: 37%

Burton, Troy, and Jacque Dinnes. "*Green Books* Properties of North Carolina: Mecklenburg, Gaston, Cleveland and Cabarrus Counties." Report for HI 587: Cultural Resource Management, North Carolina State University, Spring 2016.

- Counties assigned: Mecklenburg, Gaston, Cleveland and Cabarrus
- Number of *Green Book* sites in assigned areas: 59
- Number of *Green Book* sites discussed with documentation in report: 8
- Percentage of *Green Book* sites discussed with documentation in report: 14%

Schinabeck, Katie and Robert Jordan. "*Green Books* Properties in New Hanover, Bladen, Columbus and Robeson Counties North Carolina." Report for HI 587: Cultural Resource Management, North Carolina State University, Spring 2016.

- Counties assigned: New Hanover, Bladen, Columbus and Robeson



- Number of *Green Book* sites in assigned areas: 61
- Number of *Green Book* sites discussed with documentation in report: 10
- Percentage of *Green Book* sites discussed with documentation in report: 16%

Bailey, Sylvia, and Jason Norris. “Crowdsourcing Middle-Class Travel: The *Green Books* in North Carolina Counties of Craven, Cumberland, Harnett, Lee, Lenoir, Moore, Richmond and Wayne.” Report for HI 587: Cultural Resource Management, North Carolina State University, Spring 2016.

- Counties assigned: Craven, Cumberland, Harnett, Lee, Lenoir, Moore, Richmond and Wayne
- Number of *Green Book* sites in assigned areas: 53
- Number of *Green Book* sites discussed with documentation in report: 6
- Percentage of *Green Book* sites discussed with documentation in report: 11%

Research Methodology

The NC *Green Book* Project team built upon the existing historical research with its efforts to create a baseline of knowledge about each individual listing across the state. This approach was adopted to identify and analyze trends that revealed more about *The Negro Motorist Green Book*, particularly in thinking about the individuals who received travelers. This section will focus on the methods used to perform research rather than the research findings themselves.

Overall, the project team used five different methods to collect research data:

1. Archival Research
2. Field Research
3. Individual Interviews and Community Archiving
4. Community Programming
5. Surveys

Archival Research

Early in the project, the team created a master spreadsheet of as many repositories and collections that could be utilized for the project. The team adopted this strategy to identify as many historical images of North Carolina *Green Book* sites as possible during this stage of the project. However, as research began, this approach proved not to be as useful as the team had hoped. In several cases, images were not organized or identified in a way, across a breadth of repositories, that was simple or straightforward for the project team to document and capture (especially during in-person visits). Because of this shortcoming in intuitive documentation, it became clear that it was more useful to use archival materials to build a baseline of knowledge for each *Green Book* entry. This new organizing method would make future research trips more productive. In this manner, archival research shifted from identifying photographs to identifying public records primarily from digital collections: city directories, tax and deed records, death certificates, marriage licenses, census records, draft records, and newspapers. Visits were also made to some physical repositories, including the Museum of the Cape Fear in Wilmington, New Hanover County Library, Craven County Public Library, North Carolina Central University Archives, Special Collections at UNC-Asheville, and YMI Cultural Center in Asheville (please see Appendix G for project repositories list).

The *Green Book* Research Historian guided a team of interns, contractors, and volunteers to achieve an impressive amount of archival research. She also created a useful research template to build consistency among researchers (see figure on next page), as well as a thorough document to orient the team to a standardized set of research processes (see excerpt in Appendix H).

Members of the research team were charged with verifying, and updating when necessary, the following information for each *Green Book* site:



- Site name
- Site address (often required cross-referencing with historical maps)
- Site type (i.e., hotel, service station)
- Site status (extant, demolished, unknown)
- Site owners

While performing archival research, the research team often documented additional information about individuals affiliated with each site and additional historical facts. The team used the information to create more comprehensive profiles of each North Carolina *Green Book* site and in some cases, to craft short historical essays on these sites.

Part A: North Carolina *Green Book* Entries (As Listed)

<i>Green Book</i> Entry/Entries (As Listed):	
<i>Green Book</i> Category (As Listed):	
Years Listed in the <i>Green Book</i> :	

Part B: Additional Information

NC <i>Green Book</i> Project Category:	
Identified Business Name:	
Identified Primary Affiliated Individual(s):	
Identified Address(es):	
City/Town:	
County:	
Building Status:	
Latitude, Longitude:	
Linked <i>Green Book</i> Sites:	

Did you know?

- Additional information to be added at a later date.

Historical entries are comprised of information from:

- *Green Book* (When it was listed; various addresses; multiple listings; any discrepancies found between information in the *Green Book* [entries](#))
- City directories
- Death Certificates
- Census Data
- Marriage records (if applicable/found)
- Property Tax Records
- Deeds

Project research template



Field Research

Field research for the NC *Green Book* Project was led primarily by Lisa R. Withers and Natalie Rodriguez, the longtime project Field Intern, with support from Linda Fox, photographer from the NC Department of Natural & Cultural Resources.



Rhone Hotel
New Bern, Craven County, NC

This work required the team to travel to communities across North Carolina to document, through photography, the contemporary landscape of *Green Book* sites in the state. This approach also enabled this team to verify whether sites were still standing. Finally, this work proved useful in noting patterns among *Green Book* sites in North Carolina. For example: Several sites that accommodated overnight stays (hotels, inns, and tourist homes) were located near train depots in North Carolina towns. Files for these images were stored in the NC *Green Book* Project Google Drive.

Individual Interviews & Community Archiving

This approach (which is referenced in detail in the “Community-Engaged Information Gathering” section of this document) enabled the NC *Green Book* Project team to work closely with community members across the state to document their stories and memories related to: local *Green Book* sites, travel during the Jim Crow Era, and their personal experiences navigating spaces within, through, and beyond their local communities. This typically took the form of individual oral histories and digitization, utilizing the “Archivist in a Backpack” model created by UNC Chapel Hill.

This approach demonstrated particular utility in actively documenting and capturing the memories and materials of the descendants of *Green Book* site owners.

Community Programming

The community programming approach adopted participatory techniques as the primary research method. Documented comprehensively in the “Community-Engaged Information Gathering” section of this document, community programs created space for the NC *Green Book* Project team to connect a diversity of stakeholders to the project. They also created space for stakeholders to engage in the project at a level that felt comfortable to them. Community informational sessions evinced further efficacy in identifying community members who held great knowledge around local African American history. Memory mapping activities, provided at several local history events, were quite popular and proved beneficial in building relationships and gathering new information.



Natalie Rodriguez, Field Intern, assists community member at a memory mapping station during a community event.

Surveys

The NC *Green Book* Project Research Historian created front-end evaluations for the project (Appendix I). These surveys were designed to capture:

- Stakeholders’ hopes and expectations for the project
- Stakeholders’ general knowledge about *The Negro Motorist Green Book*

These surveys enabled the project team to shape content for the project’s traveling exhibition and web portal.



Project Resources + Outcomes

The multi-pronged research and information-gathering approaches, documented in previous sections, provided the foundation necessary to develop a series of resources and outcomes that aligned with the NC *Green Book* Project’s robust deliverables.

These resources and outcomes include:

- A series of exhibitions
- One interactive web portal
- One digital webinar
- Educational resources
- Multiple community-based programs
- A robust social media strategy
- Multiple conference presentations

Exhibitions

Mini Exhibition

The NC *Green Book* Project received unprecedented attention due to the release of the film “*Green Book*” starring Viggo Mortensen and Academy Award-winner Mahershala Ali. The film is based on the real 1962 concert tour of Jamaican American classical pianist Donald Shirley and his Italian American chauffeur Tony “Lip” Vallelonga.

In alignment with this, the NCAAHC collaborated with curatorial staff of the NC Museum of History to develop a “mini-exhibition” centered on the *Green Book* in North Carolina.

The exhibition, which featured one informational panel and an exhibited copy of a 1959 edition of *The Negro Motorist Green Book*, connected visitors to basic information related to the *Green Book* and featured, on display, the original copy of *The Negro Motorist Green Book* that has been loaned to the project. Slated for a brief weekend run beginning on January 25, 2019, the exhibition remained on display through the end of March 2019 due to popular demand. The exhibition was put back on display between January and March 2020, even receiving a visit from North Carolina’s First Lady Kristin Cooper.

The Green Book: A Guide to Finding “Oasis Spaces”


What was the *Green Book*?
The Negro Travelers’ Green Book: The Guide to Travel and Vacations was an annual travel guide that helped African Americans navigate segregation. Started by Victor Hugo Green, a New York City–based postal carrier, the guide pointed African American travelers to businesses that would serve them.

When and where was the *Green Book* used?
The *Green Book* was published from 1936 to 1966, during the Jim Crow era of legal racial segregation. It primarily listed locations within the United States. However, several editions included places in other countries such as Canada, Mexico, Haiti, Guatemala, France, and Nigeria.


What types of businesses appeared in the *Green Book*?
The *Green Book* featured a multitude of businesses, including beauty parlors, hotels and motels, boardinghouses, restaurants, and service stations. Not all establishments listed were African American–owned. However, they were all considered safe “oasis spaces” for African American travelers.

How did African Americans find the *Green Book*?
The Negro Travelers’ Green Book was sold at select service stations across the United States, as well as by civic groups. The guide was also available by mail. The earliest *Green Book* sold for \$0.25, and later versions cost \$1.95. The 1959 issue on display sold for \$1.25.


Does North Carolina appear in the *Green Book*?
Yes, 326 North Carolina sites were identified during the three decades of the *Green Book*. Charlotte had the most businesses listed (53) in that time span.



(left) The Arcade Hotel, located at 122 S. Hargett Street, was built by Cabell Lightner and managed by Pharrise T. Hall. The establishment was the only hotel in Raleigh for African American travelers. It was listed in the *Green Book* from 1938 to 1941.



(right) Mark’s Tourist Home & Cabins is located at 103 W. South Street. It is one of two Kinston *Green Book* sites still standing today. Courtesy: Ken Wilcox.



(below) These North Carolina cities listed specific “oasis spaces” for travelers in the 1959 edition of the *Green Book*. Courtesy: North Carolina Museum of History.

Want to learn more about the *Green Book* in North Carolina? Visit aaahc.nc.gov or email greenbooknc@ncdcr.gov.
“*Green Books*” “Oasis Spaces” is a project of the North Carolina African American Heritage Commission, made possible with funding from the Institute of Museum and Library Services.

“Mini-exhibition” panel.



Traveling Exhibitions

During the formative stages of the NC *Green Book* Project, the project team aimed to create two identical versions of a traveling exhibit centered on static *Green Book* sites. This direction was largely informed by original ideas documented in the project grant award. Early versions of the exhibit text approach these sites geographically, highlighting sites from five regions across North Carolina:

1. Tidewater
2. Coastal Plain
3. Piedmont North
4. Piedmont South
5. Mountains

As project research and community engagement continued to evolve, the project team felt that it was critical to prioritize a different narrative: One that privileged peoples' voices and life experiences, rather than static, regional profiles of sites. The project team shifted their approach in September of 2019; five months after the development of the original exhibit framework, and six months before the exhibit was set to launch to the public. To navigate this hard pivot, the Project Director hired a Contract Writer: Someone with experience in the field, success creating public history content, strong writing skills, and the ability to work nimbly through complex projects; Melody Hunter-Pillion.

In large part, the success of the final exhibition lies in the power of storytelling by community members. The words of oral history narrators, coupled with family photographs and archival images, create the stories for exhibition audiences. The exhibition captures struggles and lived experiences, not just travel experiences. It portrays the realities of life during the Jim Crow Era in North Carolina and African Americans' responses to those realities.

The creative process for developing this particular version of the exhibition began with a session between Research Historian Lisa R. Withers and Contract Writer Melody Hunter-Pillion. Both of these public historians recognized the importance of bringing nuance to a topic which, as described earlier, most members of the public think of in one-dimensional terms of middle-class leisure travel. The two historians developed a "Big Idea" as the exhibition's overarching framework. The framework presented the *Green Book* not only as a pragmatic tool for travel, but also as a social resistance tool for navigating and fighting the constraints and hostilities of Jim Crow. That is to say, the exhibit demonstrates the ways in which the publication reveals how *Green Book* location operators in North Carolina offered reprieve from the degradations of "whites only" travel accommodations, and provided networks for Black people and their communities to thrive with business strategies, social connections and family security.

Again, the exhibition development methodology started with creating a "Big Idea," providing a cascading framework of six corresponding main ideas, which developed into the six exhibit panels. The *Green Book* Project Research Historian and Contract Writer dedicated a generous amount of time developing the Big Idea, understanding that all elements of the exhibit flowed from the central themes, characterized in these few sentences. Working with the Project Director, the team determined a final Big Idea and six main ideas for producing six exhibition panels. They circled back, when all was said and done, to create a title reflecting the final tone and content of the exhibition's six main themes (with support from the DNCR Marketing and Communications Team): "Navigating Jim Crow: The *Green Book* and Oasis Spaces in North Carolina."

Big Idea:

The Negro Motorist *Green Book* helped African Americans move through segregated and hostile spaces during the Jim Crow era. The publication directed black travelers to safe "oasis spaces" as they visited family, conducted business, followed job opportunities, or vacationed. A guide and resistance tool, The *Green Book* reveals a crucial network that allowed African American communities to thrive during a turbulent period in North Carolina.



Six Main Ideas/Six Panels:

1. Facing Jim Crow
2. Making a Difference
3. Resisting Jim Crow
4. Moving with Purpose
5. Revealing the NC Network
6. Surviving and Thriving

To convey the nuance of the publication and the era—which takes exhibition visitors beyond the flat and static misconceptions of the *Green Book*, while localizing its meaning in North Carolina—the team decided to convey each panel main idea (or theme) around local quotations from recent oral history interviews. For each idea, they selected three to four quotations which compellingly brought out the specific theme. The team then determined images that could accompany and support the selected quotes. Whenever in doubt, the team referred to the main idea to stay on topic. Constant adherence to prioritizing local voices and lived experiences of the oral history narrators and their ancestors anchored our panel development.



The Pittman Family, Courtesy Vannette Pittman Woods

In selecting oral histories to represent themes for a panel, the team also considered temporal, geographical and gender representation in the exhibit. Sites from Asheville to Wilmington are represented. Family stories hold a prominent role, framing the African American family as the thread uniting the community.

Stories also centered African Americans as members of a larger society where their essence as family members, workers, military personnel, social leaders, and humans was often denied and tested, becoming most vulnerable during travel. From stories about entertainers who stayed at black-owned hotels and tourist homes in Raleigh and Wilmington, to narratives about young boys hearing their fathers demeaned at gas stations, these singular stories, augmented by images of billboards, families and ladies at the beauty parlor, illuminate a distinctive slice of North Carolina history for visitors.



*Knights of the KKK Billboard,
Johnston County, NC
News and Observer*



*Fort Bragg, NC During WWII
U.S. National Archives*



*DeShazor Beauty College, 1950s,
Durham, NC
Durham County Library*



The exhibition’s nuance successfully takes visitors beyond the expected, for a deeper understanding of Jim Crow and of North Carolina’s rich African American heritage and culture of perseverance. Through their images, their own words and the memories passed down to their descendants, the people who survived and thrived despite Jim Crow allow audiences to discover their lived experience.

While people across North Carolina told their stories and shared their family images, it took intentionality for the project Research Historian and Contract Writer to stay out of the way of the storytellers. Staying true to the main idea, letting the oral histories guide the narratives for each thematic panel, and using brevity of words in setting up each panel’s theme allowed authentic narratives to shine through. Coordinated writing, planning, and working well together led to accomplishing what the creative team set out to do, facilitate North Carolinians in a variety of communities to tell and share their authentic Jim Crow Era stories in the larger context of fighting racial hostility and legalized segregation.

The team created four draft word documents, with the final two drafts outlining the panels in tables with selected images and quotes. Each draft finetuned the quotes and images, with DNCR graphic designer Richard Barton building design drafts during the third and fourth written drafts. Each draft included images located in the Google Share Drive. After an initial review by the Advisory Board, the team added contextual and location captions to the images and an explanatory notation at the beginning of the exhibition, explaining racial terminology which has changed over time. A meeting between NCAAHC leadership, the project Research Historian, Contract Writer, and Graphic Designer resulted in tweaks to an already well-developed mock-up. The panels—highly visual and filled with compelling quotes—provide a deep and nuanced interpretation of Jim Crow history in North Carolina.



“Navigating Jim Crow: The Green Book and Oasis Spaces in North Carolina” exhibition banners.

The traveling exhibitions launched to great excitement in March of 2020 at the International Civil Rights Center & Museum in Greensboro and the Hayti Heritage Center in Durham. Each of these spaces was meaningful: The museum, site of the F.W. Woolworth’s counter that launched the national Sit-In Movement in 1960, stands mere blocks from



extant Green Book sites, including Plaza Manor and Magnolia House hotels; the heritage center occupies a former church that was a cornerstone of Durham’s once-thriving Hayti community, where some *Green Book* sites stood. Host sites ranging from museums and historic sites, to libraries in major cities and rural towns, eagerly awaited the opportunity to host the traveling exhibitions through the end of 2021. The traveling exhibit schedule was developed thoughtfully in collaboration with DNCR Education and Outreach team, which is responsible for maintaining the department’s traveling exhibit program. While it was important for “Navigating Jim Crow” to reach groups and institutions that were identified in the grant award, the scheduling team maintained a desire to be attentive to small, African American-serving, rural, and non-traditional host institutions. Additionally, the NCAAHC lacked the capacity to move the exhibitions from site to site. As such, the schedule was organized in consideration of site geography; most host sites were within one hour’s driving distance from one another, enabling staff to arrange pick-ups and drop-offs independently.

Exhibit agreements for host institutions were created for accountability purposes in collaboration with the DNCR Contracts and Procurement Office, as well. These agreements required host sites to:

1. Credit the Institute of Museum and Library Services in all materials, digital content and programs associated with the exhibit.*
2. Acknowledge the NC African American Heritage Commission and the NC Department of Natural & Cultural Resources in all print and digital promotional materials associated with the exhibit.*
3. Ensure that the exhibit and related programs remained free and accessible to the public.
4. Seek final approval from the NCAAHC 30 days prior to exhibit opening if supplementary materials or programs were developed in conjunction with the exhibit.
5. Arrange exhibit transport with subsequent host institution or request support (from the NCAAHC) transporting the exhibit 21 days prior to its deinstallation.
6. Provide staff assistance to help load, unload, and install the exhibit.
7. Provide storage space for soft exhibit travel cases.

**A media kit created for host institutions includes all necessary logos and credit lines, as well as promotional images, project logos, press release templates, and approved archival images.*

“Navigating Jim Crow: The *Green Book* and Oasis Spaces in North Carolina” welcomed fanfare during its Greensboro launch on March 6, 2020. Less than one week later, the COVID-19 pandemic hit North Carolina. The exhibition had a soft launch in Durham and subsequently traveled to two additional sites in the summer. As of the conclusion of the formal grant project, the exhibition has stopped traveling due to the pandemic, and its schedule has been adjusted entirely. However, Richard Barton created a [digital, interactive version of the traveling exhibition](#) that is now accessible to a wider public. NCAAHC staff remains hopeful that the exhibitions can begin traveling again in early 2021. Should this occur, the exhibit will travel across North Carolina—from New Hanover County to Burke County— through at least the spring of 2022. In the meantime, staff continues to work closely with host institutions that have booked the exhibition and interested groups to be flexible, attentive, and responsive.



*Hayti Heritage Center
Durham, NC*



Web Portal

The NC *Green Book* Project Web Portal was developed with an equally as complex process as the exhibition, and required keen oversight and attention to detail. In 2017 Andrew Edmonds, GIS Technical Support Analyst for the NCSHPO, developed a [prototype](#) of the North Carolina *Green Book* web portal. This prototype provided the foundation for what would go on to be the project web portal.

Early in the project it was determined that the project web portal would need to be integrated in the NC African American Heritage Commission's first organizational website (rather than exist as a stand-alone ArcGIS portal), which launched in January 2018. This enabled the portal to have the same look and feel as the website, and anticipated enabling multiple site administrators to access the back-end of the portal to make edits, updates, and changes in the future. Ultimately, the project team and NCAAH staff recognized the web portal's potential to be an "evergreen" resource.

The Project Director and project Research Historian worked closely with Andrew Edmonds to brainstorm possibilities for a modern web portal; the Research Historian developed the original concepts for a site map.

The Institute of Museum and Library Services provided \$10,000 to hire a contractor to develop the web portal. Due to the complexities of the Drupal 7 platform (on which the NCAAH website and all North Carolina state government websites exist), it was necessary to identify a contractor who had experience. Support from the NC Arts Council (NCAC) enabled the Project Director to find a capable and experienced web development contractor: Will McCreery, who was in the process of updating parts of the NCAC's website. With that fortuitous circumstance, the NCAC and NCAAH entered a joint contract allowing McCreery to execute both projects in Spring 2019. The NC *Green Book* Project Team aimed to have the web portal developed and launched by March 2020, in conjunction with the traveling exhibitions.

Shortly after joining the team, McCreery and Lisa R. Withers collaborated to develop a final site map for the web portal. He was then charged with building and styling the site, adding content to the site, and training NCAAH staff on how to use the site and update it on the backend. McCreery worked for several weeks to build portions of the portal staging site; however, due to multiple site outages, he moved his work to the NCAAH website. This resourceful transition enabled him to build the portal on its home platform without taking it live.

As the web portal contractor made progress, Lisa R. Withers worked diligently to develop a complex "content transfer system." This system enabled content that the NC *Green Book* Project team gathered or created expressly for the web portal to be uploaded into one place and later transferred to the site.

As the NC *Green Book* Project progressed, the project team frequently reassessed the content that would be present on the web portal. Initially, the team hoped the following elements would be made available on the portal:

- One interactive map of NC *Green Book* sites (created by the web portal contractor)
- Entries for each individual *Green Book* site
- Historical essays about extant *Green Book* sites
- One research-based topical essay, between 2,000-2,500 words, about *The Negro Motorist Green Book* and African American travel experiences in North Carolina
- Clips of conducted oral histories

Various factors throughout the project required the team to shift these goals. As such, the current web portal features:

- The original ArcGIS map of NC *Green Book* sites that was developed by Andrew Edmonds
- Entries for each individual *Green Book* site
- One historical essay about extant *Green Book* sites
- One research-based topical essay, between 2,000-2,500 words, about *The Negro Motorist Green Book* and African American travel experiences in North Carolina



- Four 60-second videos featuring oral history clips
- An interactive digital version of the “Navigating Jim Crow” traveling exhibition
- Digital versions of the project’s educational materials

Again, the complexities of the project required the team to remain flexible through the duration of the web portal’s development. Various issues with the project staging site at the beginning of portal development delayed forward movement. In December 2019, site developer Will McCreery transitioned off the project for personal reasons, which brought web portal development to a halt. After an unsuccessful search for another contractor, McCreery was able to identify a colleague to take on the remaining development work. A contract was executed for Phil Bicking, and he joined the project team in February 2020. McCreery, Bicking, and Withers worked together to get on track before Bicking began to work independently.

Because this major personnel transition occurred weeks from the anticipated web portal launch date, the NCAAHC shifted the entirety of its messaging around the project. The primary components of the project—the traveling exhibitions and the web portal—were originally due to launch to the public in March 2020. New messaging indicated that the project would be rolled out in phases between March and August of 2020 in hopes of creating anticipation for different components of the project, and more sustained attention on the project. An internal deadline of June of 2020 was set for a web portal launch. However, Lisa R. Withers transitioned from the project in March 2020. The NCAAHC hired an Associate Director, Adrienne Nirdé, in May of 2020. She quickly took on the role of managing the content transfer system, and worked closely with Phil Bicking to upload content to the web portal. As such, the [NC Green Book Project Web Portal](#) ultimately launched at the end of August 2020.

There is one outstanding component that is related to this project component. Digital touchscreens with access to the web portal were supposed to accompany each version of the “Navigating Jim Crow” traveling exhibition. Due to COVID-19, this piece will remain postponed until 2021.

Educational Resources

To support the NC *Green Book* Project, members of the project team developed a suite of educational resources centered on the guide that were thoughtful, inclusive, and met the needs of multiple audiences. To do this effectively, an intra-departmental education committee was created. The committee was made up of representatives from the NCAAHC, the departmental Education & Outreach Division, the State Library of North Carolina, and the North Carolina Museum of History. Committee members sought feedback from other groups as resources were developed, including: the NC *Green Book* Project Advisory Board; the State Archives of North Carolina; North Carolina Historic Sites; the departmental Marketing & Communications Division; the North Carolina Department of Public Instructions; and educators from across North Carolina.

Ultimately, the NC *Green Book* Project Education Committee created materials for two spaces: inside the classroom and public spaces. In-classroom materials centered on public schools, and targeted 3rd, 4th, 5th, and 8th grade classrooms, as well as high school American History classes. Materials for public spaces were designed for traveling exhibit host sites to connect to a diversity of age groups, with an emphasis on families. The goal for these materials was simple and clear: that they would be used. As such, these materials met educational standards, considered technological realities of classrooms, and were designed to evolve overall. The Education Committee also worked diligently to identify potential barriers for educators and host site staff to create materials that were responsive to these barriers.



Responsive and Evolutionary Materials

The Education Committee was keenly aware of some of the issues classrooms across North Carolina have gaining access to technology. Additionally, the committee recognized that some, but not all classrooms, might be able to access physical education materials related to the NC *Green Book* Project. The realities of not having access to physical educational materials was exacerbated with the onset of the COVID-19 pandemic. As such, the committee created materials that were responsive to these realities: Both digital materials designed to live online via the NC *Green Book* Project web portal and kits with physical copies of the materials were developed to meet the needs of this broad accessibility spectrum.

Educational materials were also designed in consideration of North Carolina Social Studies standards. Though it is ambitious and innovate to reach beyond the standards, the Education Committee recognized that if the materials were not connected, they would not get used. As these materials were being created, state Social Studies standards were also under revision. The revision process was further delayed due to the pandemic. As such, educational materials were designed to reflect both the existing and proposed standards to ensure connection and anticipate revision and further evolution.

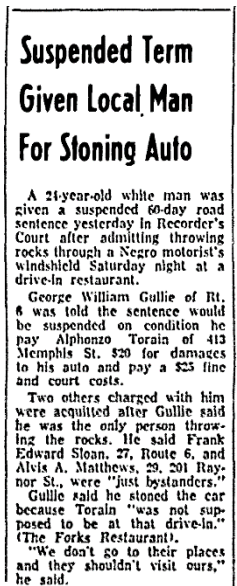
Teaching Painful History

Though there is some variance, North Carolina has similar educator demographics as the rest of the nation. For example: in the 2018-2019 school year, 81% of North Carolina teachers were White. North Carolina's student population is much more diverse. These factors considered, many instructors are hesitant to connect students to painful history in the classroom for fear of "doing it wrong," or for fear of causing conflict. Some educators are not equipped with appropriate tools to lead this type of instruction. Public spaces like museums, historic sites, and cultural centers face similar challenges. Several host institutions for the NC *Green Book* traveling exhibit, in particular, were not familiar with addressing or interpreting Jim Crow Era history due to their interpretive foci. Other host institutions do not traditionally lead historical interpretation (like libraries or art museums). Still others lack staff equipped to interpret painful history.

In response to these realities, the Education Committee created two guides to equip educators and stewards of public spaces to share Jim Crow Era history (find an example of one of these guides in Appendix). These guides, which draw heavily from great resources such as the "[Teaching Tolerance](#)" [project](#), addressed these topics:

1. The importance of teaching Jim Crow Era history
2. Understanding, sharing, and interpreting historic terminology in primary sources
3. Being aware of audience connections to painful histories
4. Being aware of personal biases
5. What to do and what *not* to do when discussing painful history

The Education Committee also created a [webinar](#) for traveling exhibit host sites, that featured a lengthy section devoted to addressing painful history. The webinar (which was hosted three times between February and August 2020) included a live question and answer segment to digest, consider, and understand painful history more thoroughly with NC *Green Book* project staff. A similar webinar will be created for educators in the future.



Newspaper article featured in project educational materials.



NC Green Book Project Educational Materials

For the Classroom

1. *Green Book* Educational Bins (3rd, 4th, 5th, 8th grade and high school American History classrooms)
 - Six bins to be housed at six DNCR sites and offices across North Carolina. The bins will be made available for educators to check out.
 - Each bin contains:
 1. A binder of classroom materials
 2. A guide to using the digital exhibit in the classroom
 3. Facsimiles of 8 different editions of the *Green Book* (1940, 1947, 1949, 1954, 1957, 1959, 1962, 1963-64)
 4. A copy of *Ruth and the Green Book* by Calvin Alexander Ramsey
 5. Materials for a *Green Book* Travel activity
2. Primary Source Lesson Activity and Accompanying Worksheets (8th grade and high school American History classrooms)
 - Designed to fit into existing lesson plan units covering the Jim Crow Era and segregation
 - Group Activities – Each group gets:
 1. A different facsimile edition of the *Green Book*
 - This activity can also be completed using digital copies provided through the New York Public Library's Schomburg Center for Research in Black Culture
 2. Accompanying primary source materials from the year of their assigned *Green Book*
3. Reading Activity: *Ruth and the Green Book* by Calvin Alexander Ramsey (3rd and 4th grade classrooms)
 - Meets Social Studies and ELA standards
 - *Ruth and the Green Book* is available free online through digital download at NC Kids Overdrive using any N.C. public library card. A hard copy of the book is also provided in the education bin.
 - Extension Activities from the book reading
 1. Explore a *Green Book*
 2. Investigate a NC *Green Book* Site
 3. Create an Advertisement for a *Green Book* location
4. Educator and student guide for using the NC *Green Book* web portal in the classroom, and for research
5. Article on the *Green Book* in North Carolina for “ReadTheory”.

For Public Spaces

1. Green Book Educational Bins (same contents as outlined above)
2. Green Book Travel Activity
 - This activity is designed for a smaller, more informal audience than a classroom, but is available in the classroom bin as well if teachers want to use it as an interactive.
 - Carefully created so that it does not put any activity participants directly in the shoes of a Black traveler during the time.
 - Instead, participants are planning the route and stops (gas, meals, lodging, etc.) for a family driving across North Carolina in the 1950s using a 1958 NC HWY Map and a 1959 Green Book facsimile.
 - Aim is for participants to see how the book was used in reality.
 - Focuses on using the facsimile copy of the book and map to really contrast the time from this one – no phone, GPS, etc.
 - Digital versions of this activity are available via the project web portal



3. Green Book Community Engagement Guide

- Shares ideas for possible community and family engagement with local Green Book locations, with a focus on how to recognize and preserve local stories.

Launch Events

The project team planned a series of free community programs to celebrate the public launch of the NC *Green Book* Project. These three sets of launch events were scheduled to take place in March 2020. Each of these events was executed in partnership with a local partner and The Smithsonian Channel. Due to COVID-19, only two sets of these events occurred. One set of these events is being reimaged for a digital experience in Fall 2020. As such, original event descriptions follow (find a promotional flyer in Appendix L).

Friday, March 6, 2020 | *Green Books' "Oasis Spaces"* | International Civil Rights Center & Museum, Greensboro

This evening began with a reception to officially launch the traveling exhibition, "Navigating Jim Crow: The *Green Book* and Oasis Spaces in North Carolina," at its first host site, the International Civil Rights Center & Museum. Following the reception, guests were invited to enjoy a screening of the Smithsonian Channel documentary "The *Green Book* Guide to Freedom." After the screening, a panel of experts spoke about the significance of remembering, commemorating, and preserving *Green Book* sites in Greensboro. Dr. Valerie Ann Johnson, Dean of the School of Arts, Sciences, and Humanities at Shaw University moderated the discussion. Panelists included:

- Dr. Torren Gatson, Assistant Professor of Public History, UNC Greensboro
- Reginald Hodges, Arts and Culture Catalyst and Greensboro Native
- Natalie Pass Miller, Proprietor, Magnolia House
- Lisa R. Withers, NC *Green Book* Project Research Historian

This event was executed with the International Civil Rights Center & Museum and the Greensboro Historical Museum as local partners. This well-attended launch event attracted more than 125 attendees.

Thursday, March 12, 2020 | *The Negro Motorist Green Book and the Power of Black Mobility* | North Carolina Museum of History, Raleigh

Though not well-attended due to COVID-19, this event was significant, nonetheless. It was executed in partnership with the NC Museum of History as a local partner and UNC-TV as a state partner. The event invited guests to enjoy a screening of the Smithsonian Channel's "The *Green Book* Guide to Freedom" documentary, which preceded a filmed panel discussion slated to be edited and broadcast via UNC-TV at a later date. The panel discussion explored Black movement and mobility in the Jim Crow era and beyond. The original slate of panelists was stellar. Deborah Holt Noel, Host and Producer of North Carolina Weekend and Black Issues Forum for WUNC-TV/UNC-TV Public Media North Carolina, was scheduled to moderate a conversation with:

- Dr. Blair L.M. Kelley, Assistant Dean for Interdisciplinary Studies and International Programs for the College of Humanities and Social Sciences and Associate Professor of History, North Carolina State University, and author of *Right to Ride: Streetcar Boycotts and African American Citizenship in the Era of Plessy v. Ferguson*
- Andre Nabors, Manager of Partner Relations for Visit NC
- Aya Shabu, professional dancer, choreographer, teaching artist and founder of Whistle Stop Tours
- Tiffany Tolbert, Senior Field Officer for the National Trust for Historic Preservation

Due to COVID-19 restrictions, Angela Thorpe, NC *Green Book* Project Director and Director of the NCAAHC, stepped in for Dr. Kelley and Ms. Tolbert. The conversation was fruitful and was livestreamed to audiences. It was broadcast for the first time via UNC-TV in May 2020. It can be accessed [here](#).



Saturday, March 14, 2020 | Documentary Screening and Chitlin' Circuit Revue Live Music Event | Hayti Heritage Center, Durham

These events are currently being reimaged for the virtual realm. However, we have provided descriptions of the original programs.

During the afternoon, organizers intended for guests to enjoy a screening of the Smithsonian Channel's "The Green Book Guide to Freedom" documentary and a talkback by Lisa R. Withers, NC Green Book Project Research Historian.

During the evening, a lively live music event was planned. The Chitlin' Circuit Revue was designed to pay tribute to the hotels, restaurants and clubs in Black Business districts that served as "Oasis Spaces" for African Americans. Featured performances by GRAMMY Award-nominated group "The Hamiltones" and comedian Nick Lewis were planned.

Conferences

Through the duration of the project, the NC Green Book Project team participated in multiple conferences to raise awareness about the project, consider feedback and glean potential strategies from colleagues in the field.

North Carolina Museums Council Conference, Asheville, NC (March 2019)

Panel: "Green Books' 'Oasis Spaces' Project: Documenting Jim Crow Era African American Travel"
Presenters: Angela Thorpe, Lisa Withers

Association of African American Museums Conference, Jackson, MS (August 2019)

Panel: "Seeking Oasis: Documenting Jim Crow-Era Travel in North Carolina"
Presenters: Angela Thorpe, Lisa Withers, Natalie Rodriguez

African Americans in Western North Carolina and Southern Appalachia Conference, Asheville, NC (October 2019)

Panel: "Black Lens on Tourism"
Presenters: Lisa Withers, DeWayne Barton (Hood Huggers International), Tiffany Tolbert (National Trust for Historic Preservation), Dina Bailey (Mountain Top Vision, LLC/Asheville African American Heritage Trail)

Association of African American Museums Conference, Virtual (August 2020)

Panel: "Oasis Spaces: Shifting and Sharing North Carolina's 'Green Book' Narrative"
Presenters: Angela Thorpe, Karen Ipock, Michelle Lanier

Branding + Media

Project Press Coverage

The Project Director worked diligently with the DNCR Marketing and Communications team to shape a [brand strategy and identity](#) for the project. The project also garnered consistent press through its duration. Not all media hits were captured. However, those that were are available below:

Our State Magazine (statewide): [The Green Book Guide to North Carolina](#)

Raleigh New & Observer: ["Green Book" film puts spotlight on a little-known piece of Southern history](#)

WUNC (statewide): [Green Book Project Documents Safe Spaces in North Carolina](#)

[State Project Aims to Document all NC Sites Listed in The Green Book](#)

[A Look at Our Favorite Stories of 2019](#)

QCity Metro (Charlotte): [Statewide "Green Book" exhibit will highlight Charlotte people and places](#)



Wilmington Star-News: [Did you know Wilmington had 2nd most Green Book locations in NC?](#)

Salisbury Post: [Travel during Jim Crow era: 'Green Book' did not overlook North Carolina, Salisbury](#)

ABC 11 (Triangle-wide): [NC Museum of History opens Green Book display](#)

WRAL (Triangle-wide): ['Green Book' took top film at Academy Awards, and NC residents can view the book that inspired the movie](#)

Greensboro News & Record: [Greensboro museum to host exhibit on 'Navigating Jim Crow'](#)

YES! Weekly (Greensboro): [Triad Green Book sites once sheltered black travelers](#)

Fayetteville Observer: [During Jim Crow era, Green Books were more than just travel guides](#)

Rhino Times (Greensboro): [You saw the movie "Green Book"—now see the exhibit](#)

Communications Strategy

A Communications Strategy for the NC Green Book Project was developed with support from Contractor/Intern Maya Brooks (Appendix M). The strategy, which was centered on social media, outlined design templates that would populate both the Green Book Project's Facebook and Instagram accounts. The first step in creating post models included drafting a brand guide with font and HEX color code selections to promote cohesive brand identity. The next step involved developing an outline of social media visuals, captions, and optimal post times for the types of images. This outline structured the posts, resulting in a comprehensive overview of the Green Book Project's various components. The last step in creating the social media strategy comprised of compiling a communications brief to summarize the project background, objective, and tone that will ensure consistency across all platforms.



Social media post examples from project Communications Strategy. Maya Brooks



Focus Group Survey

The NC *Green Book* Project included funding to lead one focus group to provide feedback on improving the project web portal, traveling exhibition and digital exhibition. This focus group was set to be inclusive of about a dozen stakeholders, including K-12 educators, differently abled people, community members and parents.

Due to COVID-19, an in-person focus group could not take place. Taking this challenge into consideration, the NC *Green Book* Project team pivoted. Contractor/Intern Maya Brooks developed a digital survey tool that was shared with more than 80 stakeholders from across the state. Due to web portal delays, this survey solicited community feedback on accessibility and user experience for the project's physical and digital exhibitions only.

Methodology

Brooks categorized survey stakeholders between six groups: Green Book Advisory Board Members, NC African American Heritage Commissioners, Community Leaders, Educators, Parents, and Differently Abled Persons. Survey respondents identified themselves based on these descriptors when completing the assessment.

Brooks used a singular data collection method to assess user experience via a flexible interface with automatic analysis capabilities. Brooks selected Google Forms to draft survey questions and distribute the evaluation to community stakeholders due to its ease of use for both the developer and survey respondents. Brooks also organized an email campaign containing one original solicitation email and two reminder emails with links to the "Navigating Jim Crow" traveling exhibit items and NC *Green Book* Project survey (Appendix N). All three survey emails were sent out during the week, with one of three emails circulating during the afternoon and the other two delivering in the morning.

Brooks analyzed quantitative survey data using a spreadsheet file provided by Google Forms with all questions and answers outlined in detail. Within the body of the Evaluation Summary, only statistically significant relationships receive attention. While analyzing the qualitative data, Brooks studied responses for meaningful patterns. As patterns emerged, the evaluator grouped similar responses. To illustrate respondents' ideas as fully as possible, quotations appear throughout the Evaluation Summary as block quotes, edited for clarity.

Conclusion

Overall, the dual exhibit formats received positive recognition for their coverage of the NC *Green Book* Project and sites across the state. Respondents found the exhibit both engaging and informative, with an appreciation for its clarity. Although numerous respondents possessed prior knowledge of *The Green Book* and/or African American travel during the Jim Crow Era, many of them still felt that the exhibit items increased their understanding of what types of sites were featured in *The Green Book* and the complexity of African American life during segregation. Multiple respondents also stated their intention to share the exhibit amongst their network and incorporate it into their future endeavors, with over half of the respondents expressing interest in contributing to the project.

Comments on exhibit accessibility, content, and outlook were positive. However, survey respondents did provide suggestions for the NC Green Book Project team's consideration. These suggestions, along with Brooks' recommendations, are available in the [Evaluation Summary](#) and will be considered for implementation as the project evolves.

Proposed Next Steps

As is clear in this document, the NC *Green Book* Project team worked tirelessly, thoroughly, and with community at the center to achieve the goals of this project. As can be expected with any major project, however, many gaps remain to be filled. As such, the team has identified a series of next steps for the project. Working through these needs will ensure



that the project continues to evolve; that information is relevant and accurate; that the project and its histories are accessible to many communities; and that *Green Book* sites in North Carolina continue to be preserved.

1. Perform additional research to update data on NC Green Book sites.

The research conducted in 2016 and its corresponding data—upon which this project is based—was incomplete, and in some cases, incorrect. For example: Original research mis-identified the location of some *Green Book* sites, and entries were identified by the Research Historian that were not included in the original research.

Additional research, using digital collections and performed on-site in physical repositories, will enable future members of the project team to verify, update, or correct basic information related to NC Green Book sites including:

- How many North Carolina Green Book sites were there?
- What counties and/or cities were these sites located in?
- What streets were they located on?
- Who owned these sites?
- What is the status of these sites (with emphasis on determining status of “unknown” sites)?

2. Update web portal entries for NC *Green Book* sites based on further research data.

3. Identify a platform on which to host project oral histories securely.

4. Secure modern-day photograph of each NC *Green Book* site.

The NC Green Book Project team was able to photograph 104 sites during this phase.

5. Create a webinar series on “Teaching Painful History” for classroom teachers.

6. Update accessibility features for digital and physical “Navigating Jim Crow” exhibit and project web portal. These core project materials should accommodate low-vision constituents especially; accommodating screen readers, possibly providing audio accompaniments to exhibition materials, increased color contrast, and providing alternative text (especially on the web portal).

7. Work with the NCSHPO to secure a group National Register listing for extant *Green Book* sites.

8. Design an “Advocacy Toolkit” for communities.

To support communities’ efforts to build awareness around and advocate to preserve extant Green Book sites in North Carolina cities and towns.

9. Design a “Community Engagement Toolkit” for cultural institutions.

To share lessons learned from the NC *Green Book* Project, and to offer strategies for including and engaging communities around similar projects.

10. Develop digital content and resources for the project web portal, including videos, digital tours of extant *Green Book* sites, digital walking tours of *Green Book* landscapes in North Carolina, driving itineraries, and more educator resources.





*Arcade Hotel & Dining Room, 1921, Raleigh, NC
State Archives of North Carolina*



*2018 NC Green Book Project Field Image of Arcade Hotel &
Dining Room, Raleigh, NC
Natalie Rodriguez*



APPENDICES



Appendix A

Green Book Project Timeline

<u>Key</u>		
Advisory Board Meetings/Feedback	Exhibition	Research
Hiring/Personnel	Public Programs	
Web Design	Professional Development	

2017

September 2017

- Digital planning meeting with Advisory Board to approve Historian job description.
- Identify workstations for Historian and interns.

November 2017

- Promote Historian position with Advisory Board assistance.

2018

January 2018

- Interview candidates for Historian position.
- Historian hired. S/He will begin researching the 327 sites across NC.

March 2018

- Summer Internship positions posted and promoted with assistance of AAHC Constituent Affairs Liaison.

April 2018

- Advisory Board/staff meets in Asheville (west) to network with African American community leaders and solicit content.
- Fall Internship positions posted and promoted with assistance of AAHC Constituent Affairs Liaison.

June 2018

- Two Summer interns are hired to assist the Historian with research.
- Historian and Summer interns begin conducting field visits and pursuing necessary research.

July 2018

- Identify Web Design contractor for work on portal to host entries and photographs.
- Advisory Board meets in Raleigh-Durham (central) to network with African American community leaders and solicit content.



- AAHC Staff submits formal change memo and extension request to IMLS grant manager.

August 2018

- Two Fall interns hired to assist Historian with research.

September 2018

- Advisory Board/staff meets in Wilmington (east) to network with African American community leaders

December 2018

- Advisory Board will provide digital assessment of web portal **POSTPONED TO FALL 2019**

2019

January 2019

- Historian and AAHC collaborate to craft exhibition framework and exhibition plan

February 2019

- Design of exhibit panels to interpret story of *Green Books* begins.
- Historian goes on furlough.

March 2019

- Advisory Board/staff meets in Asheville (west) to network with African American community leaders and solicit content

May 2019

- Historian continues field research and content solicitation by hosting community meeting in Wilmington

June 2019

- Advisory Board meets in Raleigh-Durham—Digital report was provided in lieu of physical meeting
- Historian, along with AAHC and DHR staff, begin working to develop online training materials and educational resources

July 2019

- First draft of exhibit panels to interpret story of the *Green Books* complete.
- AAHC and DHR staff begin reaching out to museum partner sites to book traveling exhibition

August 2019

- Second draft of exhibit panels to interpret story of the *Green Books* complete.
- Historian continues field research and content solicitation by hosting community meeting in Charlotte
- Web Design contractor begins work on portal to host entries and photographs.



October 2019

- Advisory Board meets in Raleigh-Durham to review exhibit plan, exhibit prototype/sketches and brainstorm exhibit-based public program opportunities
- Historian continues field research and content solicitation by hosting community meeting in Raleigh-Durham, in conjunction with advisory board meeting
- Prototype of web portal complete.

November 2019

- Third draft of exhibit panels to interpret story of the *Green Books* complete.
- Revised prototype of web portal complete.

December 2019

- Final draft of exhibit panels to interpret story of the *Green Books* complete.
- Final design of web portal complete.

2020

January 2020

- Historian, along with AAHC and DHR staff, begin providing professional development training to staff at partner sites that will be hosting traveling exhibition. Three online trainings to occur.
- Focus group will do final digital assessment of website
- Focus group will do final digital assessment of traveling exhibit.

February 2020

- Historian begins writing “white paper” detailing process of research so that other states may replicate.
- Web portal is complete.
- Traveling exhibit is complete; goes into production.
- Historian goes on final furlough.

March 2020

- Traveling exhibition is ready to tour state.

April 2020

- Historian position ends.

March-August 2020

- Five exhibit-based public programs will be held across state (Greensboro, Asheville, Raleigh-Durham, New Bern, Charlotte).
- Historian completes “white paper”



The North Carolina

African American

Heritage

Commission

“Oasis Spaces”: African American Travel in NC, 1936-1966 Community Program Informed Consent

The African American Heritage Commission (AAHC) and the Green Book Advisory Board invites community members to participate in the project, *“Oasis Spaces”*: African American Travel in NC, 1936-1966. The project’s goal is to answer the following question: **What was it like for African American families, business people, and individuals to travel in North Carolina during the Jim Crow Era?**

Community programs help to answer the above question. Program participants can:

- **Explore and use** maps to share memories and stories of historically African American businesses listed in *The Negro Motorist Green Book* (Memory Map)
- **Participate in conversation** centered on a series of questions about the experiences of African Americans in North Carolina during segregation and travel (facilitated conversation, semi-structured interview)
- **Bring, share, and create digital copies** of documents, photographs, and objects related to African Americans, travel, and historically African American businesses (History Harvest)
- **Participate in conversations** centered on images and broad topics to share memories of African American communities, businesses, and/or travel (facilitated conversation, unstructured interview)
- **Shape** a future traveling exhibit and web portal about African American travel in North Carolina during the Jim Crow era with responses to a series of questions (front-end evaluation)

There are no anticipated risks in participating in the community program. Participants have the right to withdraw from program activities and the program itself at any time without prejudice or persecution.

Information shared by participants during the community program may be recorded by a digital audio recorder, written, or typed. Recordings, written/typed information, digital reproductions of documents, photographs, and objects plus items placed on loan may be included in an online portal and/or traveling exhibit about the experiences of African Americans and travel during the Jim Crow Era.

Future use of collected information beyond the “Oasis Spaces” project may include, but is not limited to, projects relating to the AAHC’s mission to preserve, protect, and promote North Carolina’s African American history, arts, and culture for all people.

Questions or concerns about the *“Oasis Spaces”* project and individual participation can be forwarded to the following individuals:

Lisa Withers, Research Historian, 336-891-0288, lisa.withers@ncdcr.gov



Angela Thorpe, Associate Director, 919-807-6511, angela.thorpe@ncdcr.gov

By signing below, I, _____ (print name of participant), verify the staff, volunteers, and individuals affiliated with the North Carolina African American Heritage Commission explained the “*Oasis Spaces*” project, how I can participate in the project, and how the information gained from my participation may be used in this project and future work by the North Carolina African American Heritage Commission.

Participant’s Name: _____

Participant’s Signature: _____ Date: _____

Participant’s Contact Information (Address, Phone, Email):

Program Location & Date: _____



**“Oasis Spaces” Community Program
History Harvest Procedures**

Consent:

- Before engaging with a program participant, ensure the individual is aware of the informed consent document. Program participants should know:
 - What is the “Oasis Spaces” project.
 - How the information collected during the History Harvest will be used by the African American Heritage Commission.

Handling Documents, Images, and Objects:

- Ensure hands are clean and free of residue. Most paper documents, in good condition, are best handled with clean, bare hands. Wear nitrile gloves before handling photographs or objects.
- Photographs/Documents
 - Keep flat on the table as much as possible.
 - Avoid pressing with direct force.
 - Turn photographs and documents over carefully. Lift from the side, use hands to provide support, and gently flip over.
- Artifacts/objects
 - Support artifacts from the bottom. Do not lift or handle artifact by a projecting part, such as the handle or rim.
 - Do not attempt to lift and/or carry awkward or heavy objects alone.
 - Handle only one artifact at time using both hands for support.
 - Do not slide, push, or pull on artifacts.
 - Do not place artifacts on the floor.
- Do not use a pen near photographs/documents/objects.
- Do not use any kind of adhesive near photographs/documents/objects. If a label is needed, use a piece of paper placed underneath the object that includes donor’s name, collection name, and item description.

Procedures:

- Complete Deed of Gift and Intake forms with the donor.
 - Create a collection name using the following format: HH_Location_Year_Donor Name
 - HH_Raleigh_2018_Lisa Withers
 - Number and list each item individually on the Intake Form.
 - 1. Image of 1954 Ford
 - 2. 1934 Advertisement for Snakenburg’s Tailor
 - 3. 1966 Catlett’s Restaurant 75th Anniversary Pin
 - Identify broad themes, locations, and formats included in the collection for its scope.
 - Automobiles; Businesses; Anniversaries; Advertisements; Photographs; Memorabilia; Durham, NC



- Use the Artifact Form to describe collection items. The digital version *combines* the Intake and Artifact Forms. Include the donor's name for each artifact after the first form submission. Use only one paper Artifact form per item. See example information below:
 - Collection Name: HH_Raleigh_2018_Lisa Withers
 - Item Name: Catlett's Restaurant 75th Anniversary pin
 - Type of Artifact: pin; anniversary
 - Artifact Creator (if known): Catlett's Restaurant
 - Date of Artifact Creation (if known): 1966
 - Place of Artifact Creation (if known): Durham, NC
 - Scanned Image File Name: N/A
 - Digital Photo File Number: 0074
 - Item Description: Pin is round, 2-inches in diameter, with a brass back. Pin shows an image of the restaurant with the name in red lettering on white background.
 - Provenance/Line of Ownership: Mabel Fairweather received the pin during the restaurant's 75th anniversary celebration in 1966. Lisa Withers, donor, obtained the pin in 1984 from Mabel Fairweather, her aunt.
 - Significance/Story: Catlett's Restaurant was Mabel Fairweather's first job as a teen living in Durham during in the 1950s. Fairweather earned \$4.00/hour and used the money to buy art supplies and to take art classes. Fairweather created paintings and displayed them at Catlett's. This job made it possible for Fairweather to develop the skills needed to become a highly recognized artist in her adult life. Going to the restaurant's 75th anniversary meant a lot to Fairweather as the business symbolized the beginning of her artistic career.
- Keep all paper documents for each donor together in a single file with a paperclip.
- Scan 2-D items (photographs, documents) and photograph 3-D items to create digital files of the collection for use in future exhibit and web portal creation.
- Send items to be placed on loan to the representative from the NC Museum of History and/or State Archives.
- Return items not placed on loan to the donor.
- Thank the participant on behalf of the Green Book Advisory Board and the African American Heritage Commission for participating in the project.
- Alert the individual of ways to connected with the project:
 - Follow the AAHC on social media
 - Periodically check the AAHC website (aahc.nc.gov)
 - Sign-up to receive the AAHC newsletter to stay up to date with the project
 - Provide contact information for Lisa Withers
 - lisa.withers@ncdcr.gov
 - 336-891-0288



Green Books' "Oasis Spaces": African American Travel in NC, 1936-1966

Information Session

Did you know 327 sites in North Carolina were listed in *The Negro Motorist Green Book*?

Come and learn about current efforts to research the sites advertised as safe spaces for African American travelers during racial segregation and ways community members can get involved in the NC Green Book project.



Join Us!!

What: NC Green Book Project Information Session

Date: Wednesday, November 14, 2018

Time: 6:00 PM-7:15 PM

Location: Shaw Auditorium, School of Business and Economics Building/Broadwell College of Business and Economics, Fayetteville State University

Address: 1200 Murchison Road, Fayetteville, NC, 28301 (Campus Address)

Notes: From Murchison Road, turn onto Langdon Street, then turn onto Drum Circle. Follow Drum Circle to the parking lot in front of the School of Business and Economics Building.

This project is made possible through funding from the Institute of Museum and Library Services. The NC African American Heritage Commission is a division of the NC Department of Natural and Cultural Resources.



Appendix E



October 24, 2018

Greetings!

I hope this letter finds you well. My name is Lisa Withers. I am the Research Historian for the *Green Books' "Oasis Spaces": African American Travel in NC, 1936-1966* project with the North Carolina African American Heritage Commission (AAHC). The Green Book Project team is conducting research on the 327 North Carolina sites listed in *The Negro Motorist Green Book* during its thirty years of publication. The travel guide included 27 sites listed in Fayetteville.

The AAHC is hosting an information session on **Wednesday, November 14, 2018, from 6:00-7:15 PM at Shaw Auditorium** on Fayetteville State University's campus. An aspect of the "*Oasis Spaces*" project includes working with community members to document memories of the African American travel experience during racial segregation plus businesses that may have served African American travelers navigating through Fayetteville. In particular, we are seeking to connect and to work with community members in the following ways:

- To talk with the owners of Green Book sites or their families (if community members know who owned the sites and can help facilitate a connection).
- To talk with community members willing to share their memories of the sites listed in the Green Book (ex: remember going to a particular restaurant or beauty shop).
- To talk with community members willing to share stories about what it was like to travel during racial segregation.
- To loan pictures or other forms of memorabilia of businesses listed in the Green Book (ex: an advertisement or brochure for a business).
- To loan pictures of the African American travel experience (ex: images of a North Carolina African American family in the process of traveling or arriving at a destination).
- To loan 3-D objects/artifacts related to a Green Book site or the African American travel experience (ex: a commemorative pin celebrating the anniversary of a business).



The information documented by connecting and working with community members will help to shape the two project deliverables, a web portal and a traveling exhibit on North Carolina Green Book sites and African American travel experiences.

I would like to extend an invitation to the upcoming information session in our efforts to share news about the project with Fayetteville residents and ways community members can get involved. Publicity materials for both the “*Oasis Spaces*” project and the information session are enclosed. The Green Book Project team at the AAHC hopes you will be able to join us!

Sincerely,

Lisa R. Withers

Research Historian

Enclosure:

Green Books’ “Oasis Spaces”: African American Travel in NC, 1936-1966 Project Flyer
Fayetteville Information Session Flyer



“Oasis Spaces”: African American Travel in NC, 1936-1966
Oral History Informed Consent & Release Form

Thank you for your willingness to share your historical memories and knowledge. The North Carolina African American Heritage Commission is undertaking the project, *“Oasis Spaces”*: African American Travel in NC, 1936-1966, to answer the following question: **What was it like for African American families, business people, and individuals to travel in North Carolina during the Jim Crow Era?** This can include, but is not limited to, travel within one’s hometown, travel from one place to another within the state of North Carolina, and travel through the state to other destinations. The purpose of this document is to explain participation in this project via an oral history.

Oral history is one method utilized by staff to answer the project’s main question. An oral history takes place when an interviewer facilitates a recorded conversation with an interviewee about people, places, and events. Oral histories are used to help preserve and to provide a better understanding of the past as told by community members. Audio clips and quotations from the oral histories conducted as part of the *“Oasis Spaces”* project will be used to share with audiences the experiences of African Americans and travel via an online portal and a traveling exhibit.

An oral history with the *“Oasis Spaces”* project will take approximately one hour. The conversation will be recorded using a digital recorder and a written transcript (an index, partial, or full transcription) may be produced from the recording. A photograph of the participant may accompany the oral history. The participant may receive a copy of the oral history transcripts (an index, partial, or full transcription) and the oral history may be publicly accessible. The North Carolina African American Heritage Commission will keep the oral history on file.

There are no anticipated risks in participating in an oral history. The participant has the right to withdraw from the oral history at any time without prejudice or persecution. The participant may, at any time, request to stop the oral history in its entirety, to pause for clarification of questions asked, or to pause before proceeding in responding to a question. In the event the participant chooses not to continue in the project during the oral history, any recordings will either be given to the participant or destroyed, and a transcript (an index, partial, or full transcription) of the oral history will not be made.

Future use of the oral history by the North Carolina African American Heritage Commission beyond the *“Oasis Spaces”* project may include, but is not limited to, projects relating to its mission to preserve, protect, and promote North Carolina’s African American history, arts, and culture for all people. To meet its mission, the Commission may use the oral history in presentations, productions, public radio, the World Wide Web, other digitization projects, and publications in addition to providing public access to researchers and to the public to



further the understanding of the African American experience in North Carolina. Signing the Deed of Gift transfers and grants the North Carolina African American Heritage Commission all rights, titles, and interests—including literary, copyright, and intellectual property rights—to preserve, utilize, and make accessible the oral history conducted as part of the “*Oasis Spaces*” project.

Questions or concerns about the “*Oasis Spaces*” project and individual participation can be forwarded to the following agency and/or individuals:

North Carolina African American Heritage Commission
NC Department of Natural and Cultural Resources
109 E. Jones St.
4632 Mail Service Center
Raleigh, North Carolina 27699-4632
ncaahc@ncdcr.gov

Lisa Withers, Research Historian
336-891-0288, lisa.withers@ncdcr.gov

Angela Thorpe, Acting Director
919-814-6511, angela.thorpe@ncdcr.gov

By signing the form below, I, _____ (print name of interviewee), the interviewee verify that the interviewer, _____ (print name of interviewer) explained the “*Oasis Spaces*” project, my participation in the project, how the oral history produced from my participation may be used in the “*Oasis Spaces*” project and future projects by the North Carolina African American Heritage Commission, and I agree to participate in the project in an oral history.

Interviewee Name: _____

Interviewee Signature: _____ Date: _____

Interviewee Contact Information (Address, Phone, Email):

I certify that I explained the “*Oasis Spaces*” project and uses of the material/data collected before facilitating the oral history.

Interviewer Name: _____

Interviewer Signature: _____ Date: _____

Interviewer Contact Information (Address, Phone, Email):



Appendix G

Project Repositories List

Region	Digital/Physical	Repository	Link
Statewide	Digital	Digital NC	https://www.digitalnc.org
Statewide	Digital	Digital NC, Audiovisual, Sights & Sounds	https://www.digitalnc.org/collections/audiovisual/
Statewide	Digital	Digital NC, City Directories	https://www.digitalnc.org/collections/city-directories/
Statewide	Digital	Digital NC, Images	https://www.digitalnc.org/collections/images/
Statewide	Digital	Digital NC, North Carolina Memory	http://www.digitalnc.org/collections/memorabilia/
Statewide	Digital	Digital NC, Newspapers	https://www.digitalnc.org/collections/newspapers/
Statewide	Digital	Digital NC, Yearbooks	https://www.digitalnc.org/collections/yearbooks/
Statewide	Digital	Digital Public Library of America	https://dp.la
Statewide	Digital	Internet Archive	https://archive.org/
Statewide	Physical	North Carolina State Archives	https://archives.ncdcr.gov/ ; https://mars.archives.ncdcr.gov/BasicSearch.aspx
Statewide	Physical	North Carolina SHPO	
Statewide	Digital	Smithsonian Institution, Smithsonian Online Virtual Archives	https://sova.si.edu
Statewide	Digital	State Library of NC/State Archives of NC	http://digital.ncdcr.gov
Statewide	Digital	State Archives of NC Flickr site	https://www.flickr.com/photos/north-carolina-state-archives/
Statewide	Physical	State Library of North Carolina	https://statelibrary.ncdcr.gov/
Statewide	Digital	UNC-Chapel Hill	https://web.lib.unc.edu/afam/index.html
Statewide	Digital	UNC-Chapel Hill	https://guides.lib.unc.edu/newsStories/AfAm-NC
Statewide	Digital	UNC-Chapel Hill	https://docsouth.unc.edu/browse/geographic/ncmap.html#top
Statewide	Digital	UNC-Chapel Hill	https://library.unc.edu/wilson/ncc/citations
Statewide	Digital	UNC-Chapel Hill	https://dc.lib.unc.edu/cdm/landingpage/collection/nc_post
Statewide	Physical	UNC Chapel Hill	
Statewide	Physical	UNC Chapel Hill	
Statewide	Digital	UNC-Chapel Hill	https://dc.lib.unc.edu/cdm/landingpage/collection/sohp



Excerpt from “N.C. Green Book Project Protocol Guidelines”

Researching Green Book Sites & Collecting Archival Material in Repositories

Another aspect of the NC Green Book Project that makes it unique includes researching the human stories associated with each site, adding to previous historic preservation research on the physical structures. Archival research and the use of participatory techniques will help us to include human stories related to specific *Green Book* sites across North Carolina. The [Repositories & Collections for Green Books Research](#) spreadsheet notes where researchers may find information about *Green Book* sites in repositories across the state, either using digital or physical collections. Please note, this spreadsheet is a work in progress and more collections will be added as the team moves across the state in research. Research team members are encouraged to add to the list if they come across repositories or collections that may be useful for ongoing research. Keep in mind we may need to be creative in how archival collections and resources are used for this project as very few archives will already have a *Green Book* collection.

Each researcher should develop a workflow when gathering and analyzing information. Often, research trips need to be short visits to a repository rather than an extended stay to view all material available. When only a short trip to a repository is possible, it is best to have a digital workflow available to quickly capture sources to review and analyze at home. Below are links to resources describing, outlining, and providing suggestions in developing digital workflows for archival research:

- “Cameras as Research Tools: A Guide to Tools & Techniques: Home.” *Cornell University Library*. November 16, 2018. <https://guides.library.cornell.edu/c.php?g=31776&p=201279>. Accessed December 21, 2018.
- Campbell, Donna M. “Workflow for Research Archives.” *Donna M. Campbell: American Literature Updates, News, and Commentary*. July 13, 2015. <https://donnamcampbell.wordpress.com/2015/07/13/workflow-for-research-archives/>. Accessed December 21, 2018.
- Hattem, Michael D. “Digital Workflows for Historians.” *The Junto: A Group Blog on Early American History*. June 18, 2013. <https://earlyamericanists.com/2013/06/18/digital-workflow-for-historians/>. Accessed December 21, 2018.
- Hardesty, Michele. “Digital Tools for Archival Research.” *Archive Journal*. October 2016. <http://www.archivejournal.net/notes/digital-tools-for-archival-research/>. Accessed December 21, 2018.
- Hittinger, Francis. “Introducing Digital Workflows for Academic Research on the Mac.” *Butler Library Blog, Columbia University Libraries*. April 3, 2014. <https://blogs.cul.columbia.edu/butler/2014/04/03/introducing-digital-workflows-for-academic-research-on-the-mac-2/>. Accessed December 21, 2018.
- Parr, Jessica. “Making the Most of Your Time in the Archives: Research Technology.” *The Junto: A Group Blog on Early American History*. July 7, 2015. <https://earlyamericanists.com/2015/07/07/making-the-most-of-your-time-in-the-archives-research-technology/>. Accessed December 21, 2018.
- Royles, Dan. “Digital Workflows for the Archives.” *Prof. Hacker*. November 18, 2013. <https://www.chronicle.com/blogs/profhacker/digital-workflows-for-the-archives/53505>. Accessed December 21, 2018.
- VanBuren, Emily. “6 Tools to Make Archival Research More Efficient.” *GradHacker*. November 9, 2014. <https://www.insidehighered.com/blogs/gradhacker/6-tools-make-archival-research-more-efficient>. Accessed December 21, 2018.



The following programs/information management systems can be useful in developing a digital workflow and/or for writing:

- [Tropy](#)
- [Zotero](#)
- [Mendeley](#)
- [Evernote](#)
- [Scrivener](#)

Each researcher should develop a workflow that works best for each individual situation. Everyone should be certain, however, that all information included in the notes for each *Green Book* site is properly cited in the appropriate Google Doc with all the necessary citation information. Please ensure the digital workflow used will allow for accurate citations when quickly going through materials.

The folder, [Green Book Sites Entries & Profile Notes](#), contains a Google Doc for each NC *Green Book* site in North Carolina. These Google Docs allow the research team to collaboratively collect primary and secondary source information about each site for analysis and to create written narratives. Team members should do the following when researching a *Green Book* site:

- Verify the information under “Basic Information” for the site.
 - The business name and address of the site (where it was located when the business was listed in the *Green Book*) should be verified, preferably by cross-referencing two different types of primary sources, when possible.
 - When researching the site, verify the business type(s) and update this information if necessary.
 - The Field Intern and the Research Historian will cross-reference the status for each site to determine if it is extant or demolished and update this information accordingly.
 - Update the [Green Book Sites Entries Checklist](#) to reflect current, verified information under the “Basic Information” heading.
 - Additional information found about the site itself and/or the people affiliated with the site should be included under “Additional Information” section of the Google Doc. It is easier to list information in bullet points rather including long notes in prose/paragraph format. This approach will assist with sorting information and writing narrative historical profiles later in the project.
 - If multiple sources are found for a site and/or enough information is available to craft a historical narrative about a particular site or a group of sites, mark **Yes-Individual** or **Yes-Group** in the “Potential Profile” column in the [Green Book Sites Entries Checklist](#) for that particular site.
 - For sites identified as **Yes-Group** for a profile (essay), be sure to note which sites should be combined into an essay in the “Additional Notes” column in the [Green Book Sites Entries Checklist](#).
- Be sure to **ALWAYS** cite sources (including item, box/folder, collection, and repository for archival materials). Use the citation template provided by [UNC Asheville](#) for assistance in citing archival sources. Everything should be cited using the Chicago Manual of Style Notes-Bibliography system. [Purdue’s Online Writing Lab](#) is a good resource for secondary source citation formatting.
- Note in the [research log](#) which sources and collections at which repository was used for research. This helps to prevent multiple team members from doing the same work multiple times.

Members of the Research Team should be aware of the following when researching *Green Book* sites:

- The *Green Book* often had errors when it was originally published. Community members have helped to identify some of these errors. Pay close attention when doing archival research to trace different businesses and affiliated individuals, be willing to follow leads found in the archival data, and cross-reference different types of primary sources to verify information (ex: use a city directory entry, a



census record, and newspaper obituary to verify information about the owner of a *Green Book* business).

- This project continues previous research on *Green Book* sites in the state. Each business was treated individually as it appeared in the *Green Book*. Several *Green Book* sites have different Key ID numbers but they are the same or related businesses that were either listed at different times in the *Green Book*, different businesses located in the same location over time, or the same individual who operated different businesses in the same location. Some of this information has yet to be reconciled with further research. When such information is verified (sites that are related to each other either by location or ownership), link the Google Docs for each related *Green Book* site together.
 - See [#81. Biltmore Hotel](#) and [#79. Garrett's Biltmore](#) in Durham as examples of linked sites.
 - See [#248. Lewis](#) and [#231. DeLuxe Hotel](#) in Raleigh as examples of linked sites.
- It is necessary for the Research Team to utilize maps to assist with the research process. Team members should assist with the effort in identifying maps for each city/town where *Green Book* sites were located. The goal is to have at least one map per decade (1930s, 1940s, 1950s, and 1960s). This helps us to be able to see how the built environment changed over time and to trace the movement of *Green Book* sites since many changed locations as the city/town landscape changed. Place all historic maps found in the [Maps](#) folder in the project Google Drive.
 - If a street is identified as demolished during research, highlight that street in blue in the [Green Book Sites Entries Checklist](#) as this is important information to know in determining the current status of sites by the Field Intern and Research Historian.
- Keep track of all names found associated with each *Green Book* site and ensure this information is in the appropriate Google Doc. Having a list of names will help to do oral histories with owners or descendants of businesses listed in the *Green Book*.
- City directories changed formats and pagination over the years. There is a [North Carolina Directories Index](#) in the project Google Drive that lists all of the identified directories for the project. This is a document in progress. When citing a city directory, pay attention to which section is used and if the edition restarts pagination.
 - For example:
 - The [1934](#) Durham City Directory continues pagination through all sections.
 - The [1940](#) Durham City Directory continues pagination with the exception of the Buyer's guide which restarts with a different page 1.
 - The [1948](#) Durham City Directory restarts pagination at page 1 in three different sections (alphabetical listing, buyer's guide, and street guide).
 - The [1952](#) Durham City Directory restarts pagination for each section of the publication.
 - When citing a city directory in a footnote, be sure to include the section title in parenthesis along with the page number if there are multiples of the same page number in a single volume/edition.
 - Ex: *Hill's 1952 Durham City Directory*, 5 (alphabetical listing).
 - Ex: *Hill's 1952 Durham City Directory*, 5 (classified business directory).
 - Recommendation: Go through multiple city directories for an area to familiarize yourself with out this source is organized and changes over a period of time.

As the team researches each *Green Book* site, archival material should not only be properly footnoted in citations but also collected, when possible. This includes downloading items from digitally accessed repositories, taking screenshots of digitized materials, or making scans in physical repositories when allowed. Digital reproductions of archival materials will provide the visual materials needed for the web portal and the traveling exhibits. **Note: Not all archival material used in research is needed in the drive. Only archival materials that will help to visually develop a historical narrative of the site and interpret it (ex: advertisement for a *Green Book* site in a city directory or newspaper).**



Digital reproductions of archival materials should be placed in the project's Google Drive in the [Green Book Sites Images & Archival Materials](#) folder. In the [Archival Images & Reproductions](#) subfolder, researchers should create new subfolders for each site in the appropriate research region and county following the standard naming convention:

KeyID.BusinessName.County.Region.

The Key ID for a *Green Book* site can be found either in the [Entries Checklist](#) or the [master spreadsheet](#) from the State Historic Preservation Office. Because we are not using a content management system that can handle metadata, the individual file name for each image or reproduced archival item also needs to include relevant information about the image and/or digital reproduction as shown in the example below:

96.Speight's Auto Service.Durham.PiedmontNorth_Listing_1952 Durham City Directory.

When a new archival item is added or found, place it in the appropriate folder and note it in the appropriate spreadsheet for archival materials related to that research region. **Use the spreadsheet to provide a description of the image, to note where the image was found, and if a high-resolution image is available (be sure to include links).** This spreadsheet provides a "snapshot" of what kind of visual materials are readily available in the drive when crafting site profiles and curating the exhibit. Photographs for each site should also be noted in the [Green Book Sites Entries Checklist](#) in the Google Drive and noted if it is pre/post-1970.

There is a limited amount of space available within the project Google Drive. Be mindful of file sizes. Upload small or low-resolution files first to alert the team of the visual material and contents. If enough space is available towards the end of the project, we will include high-resolution images to the drive. After uploading items to the Google Drive folder, save a backup copy on a flash drive or an external hard drive.



Appendix I

The North Carolina

African American

Heritage

Commission

"Oasis Spaces": African American Travel in NC, 1936-1966

Front-End Evaluation

Thank you for helping to shape the future traveling exhibit and web portal for the *"Oasis Spaces"* project. Your input is valuable. Answering the 11 questions below should take approximately 5-10 minutes. The sheet is front and back. Thank you for your time and participation!

Which age category best applies to you? Please check one:		
65+	65-50	50-35
35-21	21-14	Below 14

1. How much do you know about *The Negro Motorist Green Book* (aka the Green Book)?
 - a. I already know a lot about the Green Book.
 - b. A little-I have heard of them, but I am not familiar with what they are.
 - c. I have never heard of the Green Books before.
2. What kind of information do you think was included in the Green Book? Choose all that apply.
 - a. Entrepreneurship opportunities
 - b. Important information/topics relevant to African American life and culture
 - c. Travel Advice
 - d. Business advertisements and information
 - e. Leisure spaces with communities, towns, and cities
3. How would you describe what it was like for African Americans living in North Carolina during racial segregation?
4. Do you think the Green Book and the travel experiences of African Americans during racial segregation have relevance to modern issues? If so, why?
5. How often are you exposed to information about Jim Crow and racial segregation?
 - a. Rarely
 - b. A few times a year (3-4)



- c. Every 1-2 months
 - d. Weekly
6. How likely are you to visit a website about the Green Books and listed sites located in North Carolina?
- a. Very likely
 - b. Somewhat likely
 - c. Not likely
7. How likely are you to visit a traveling exhibit to learn about the African American experiences with travel during racial segregation?
- a. Very likely
 - b. Somewhat likely
 - c. Not likely
8. Would the opportunity to view an original *Green Book* be a meaningful experience?
- a. Yes
 - b. Maybe
 - c. No
9. Where would you go to see a traveling exhibit on Green Books? Choose all that apply.
- a. Local museum/historical society
 - b. Local library
 - c. Community Center
 - d. Educational institution (school, university, etc.)
 - e. Local festival
 - f. Other: _____
10. How far would you travel to see an exhibit on the Green Books and African American travel during racial segregation?
- a. More than 20 miles
 - b. 10-20 miles
 - c. 5-10 miles
 - d. Less than 5 miles
11. How do you hope research on the experiences of African Americans and travel during racial segregation would shape the historical narrative of African Americans in North Carolina?





A Guide for Discussing the Jim Crow Era and *The Negro Motorist Green Book* with Visitors

From the late 1800s through the Civil Rights Movement, a series of state and local laws were instated across the United States to define segregated public spaces and promote social opportunities for white supremacy while deliberately stifling progress for African Americans. Legally, African Americans received "separate but equal" treatment under the law — in actuality, public facilities for African Americans were nearly always inferior if they existed at all. In addition, African Americans were systematically denied the right to vote in most of the rural South through the selective application of literacy tests and other racially motivated criteria. These laws were known as "Jim Crow" laws. Jim Crow was the name of a minstrel routine that first appeared in the 1820s. Over time, the name became a derogatory nickname for African Americans and a designation for their segregated life.

The Jim Crow era can be difficult to talk about, but it is a very important chapter of our history that should not be shied away from. It not only explains an important time in North Carolina history, but also connects to the bigger picture of what was going on in American history. It is the result of everything that happened since the first Africans were brought to America, and what leads to many of the current events that now face our state and nation.

When discussing this period of history with visitors to the traveling exhibit, *Navigating Jim Crow: The Green Book and Oasis Spaces in North Carolina*, it is important to help them understand not only the injustice of segregation and oppression of racism, but also to help them recognize the courageous and everyday experiences of African Americans and Civil Right advocates that worked to create safe communities and bring about equal rights. *The Negro Motorist Green Book*, later known as *The Negro Traveler's Green Book* in 1952, and finally the *Travelers' Green Book* in 1960, is a great depiction of this. It shows how African Americans helped each other grow and thrive. Overcoming Jim Crow was done in solidarity, with one generation helping the next.

One difficult task with examining this part of our history is the terminology used in primary sources from the time period. The exhibit and many of its accompanying primary sources and materials will contain historical terminology that is now seen as outdated or inappropriate. The suggested disclaimer is "This exhibit, activity, or primary source uses multiple historical terms such as African American, Black, Colored, and Negro to discuss travel during the Jim Crow era." Explain to visitors that though some terms might not have been offensive in the past, today they are outdated and inappropriate to use unless reading aloud directly from a historical document or work of literature.³

³ Facing History and Ourselves. "Addressing Dehumanizing Language from History." Facinghistory.org. <https://www.facinghistory.org/reconstruction-era/addressing-dehumanizing-language-history> (accessed December 2, 2019).



When examining this era, also be aware that visitors to the exhibit may have close personal connections to it and its impact. The subject is, and should be, an emotional one, so creating a space where host site staff and visitors are comfortable and supported is essential to learning about this part of our history. To start the process, host site staff should take time to do a self-review – to seek out any biases they may have themselves and to acknowledge and diminish them before working with visitors on this topic. A visit to this [website](#)⁴ may help staff better understand their own biases.

Do's and Don'ts for Museum Educators Discussing the Jim Crow in the Classroom

The Southern Poverty Law Center's "Teaching Tolerance" project has issued the following list to help guide educators when teaching about slavery⁵. They have been adapted in this document to apply to discussing the Jim Crow era and the *Oasis Spaces: The North Carolina Green Book Project*.

Don't:

- Use role-plays. They can induce trauma and minimization and are almost certain to provoke parental concerns.
- Focus only on brutality. Horrific things happened to African Americans during this era, but there are also stories of hope, survival, and resistance that should be shared as well.
- Separate visitors by race.
- Treat visitors as modern-day proxies for historical people of the past.
- Make race-based assumptions about a visitor's relationship to segregation, the Jim Crow era, and the Civil Rights Movement.

Do:

- Use primary sources and oral histories.
- Underscore African American's contributions to American History.
- Use photographs that reflect activism, family life, and other daily activities.
- Choose texts that illustrate the people from this era as whole individuals.
- Introduce stories about African American, Native American, and White civil right activists that fought for equal rights and change.



⁴ Teaching Tolerance. "Test Yourself for Hidden Bias." Tolerance.org. <https://www.tolerance.org/professional-development/test-yourself-for-hidden-bias> (accessed October 14, 2019).

⁵ Teaching Tolerance. "Tongue-Tied." Tolerance.org. <https://www.tolerance.org/magazine/spring-2014/tonguetied> (accessed October 14, 2019).





Frequently Asked Questions

Oasis Spaces: The Green Book Project in North Carolina

When was the Jim Crow era?

The Jim Crow era began as Reconstruction came to an end in the 1870s and ran through the Civil Rights Movement up into the 1960s. During this time, many local governments constructed a legal system aimed at re-establishing a society based on white supremacy. These laws, known as Jim Crow laws, separated people of color from whites in schools, housing, jobs, and public gathering places.

Who was Jim Crow?

Jim Crow was the name of a fictional character in a minstrel show in the late 1820s. The popularity of the character led to the name becoming a derogatory nickname for African Americans and later a designation for segregated life.

Was segregation only in the southern states?

Though legal segregation was most common in the southern states, segregation could be found across the United States. In many places, even if there were not laws or signs barring people of color from spaces, they may still have been known not to serve or welcome them.

Were African Americans the only group impacted by Jim Crow laws in N.C.?

Though African Americans were the largest population impacted, American Indians were also included in segregation laws and customs which divided N.C. into multiple racial groups: white, "colored," and in some counties, "Indians."

What was the *Negro Motorist Green Book* and why is it often called the *Green Book*?

The Negro Motorist Green Book, later known as *The Negro Traveler's Green Book* in 1952, and the *Travelers' Green Book* in 1960, was a travel guide published between 1936 and 1966 that listed hotels, service stations, restaurants, and other places where African American travelers were welcomed. It was created by Victor Hugo Green, a postal worker from Harlem, New York City. Though the first edition focused on places welcoming of African Americans in New York City and its surrounding areas, it grew to cover the United States and even international destinations.

How did businesses get listed in the *Green Book*?

In the beginning, Victor Green used his network of fellow African American postal workers to find listings for the book. As it grew in popularity, so did listings through both word of mouth and businesses paying for advertisement space.



Where was the *Green Book* sold? How did people get it?

In the early years, it was distributed by Green's network of postal workers. Green also developed a partnership with the Esso (now Exxon) gasoline station chain. Esso was progressive for its time, selling franchises to African Americans and employing them in its corporate offices. Esso sold the guides in its service stations and advertised in its pages.

Was the *Green Book* just for motorists and vacation travel?

Though first called *The Negro Motorist Guide*, automobiles were a great expense and luxury. Many African Americans, especially during the early years of the *Green Book's* publication and in North Carolina, could not afford a car and relied on public transportation such as trains and buses. Much travel was also not done for leisure, but for work or family. The *Green Book* guides could identify safe places for food and lodging for travelers no matter their mode of travel, purpose, or distance.

Was the *Green Book* the only one of its kind?

Though it was one of the earliest, longest running, and more well-known African American travel guides, it gained competition as other individuals, organizations, and companies began to publish their own guides. Many built on the foundation of the *Green Book* by providing a tool for "vacation and recreation without humiliation."

How many *Green Book* sites in the United States were there?

Over the course of its publication, about 9,500 sites were listed. Of those, only about one third are still standing.

How many N.C. *Green Book* sites are there?

In N.C. there were 327 different sites featured in the *Green Book*.

Have all the N.C. *Green Book* sites been identified and found?

Due to the word of mouth nature of how businesses made it into the *Green Book*, not all listings were accurate. Some were listed on wrong roads, or even in the wrong town. Street names and neighborhoods changed over time. Though a lot of research has been done by consulting historic maps, newspapers, city directories, and oral histories, not every N.C. site listed has been located.

How many N.C. *Green Book* sites are still standing? How many are still in business?

To date, 66 physical structures have been identified as still standing across the state. Of these 66, four are still in operation: Speight's Auto Service in Durham, Friendly Barbershop in Durham, Magnolia House in Greensboro, and Dove's Auto Service in Kinston.

Why have so many *Green Book* sites been demolished?

This is a complex question with many possible reasons. One is due an unintended consequence of integration – the decline of African American businesses. Businesses that before only had to compete against other African American businesses now had to compete against much bigger and more established businesses and chains. Many of these businesses did not survive the transition. Another possible reason so many sites have been lost is due to gentrification. This is especially common in the larger cities.

How can we protect *Green Book* sites that are still standing or recognize the ones that are not?

This is a great opportunity for citizens to get involved in their communities, and local government and/or organizations to build partnerships. The first step is to identify the sites that were in the community, and if still standing assess current condition and ownership. For ones still standing, communities should investigate if there are there any local, state, or federal protections that can be applied for to prevent the possibility of future



demolition. Fundraisers and grants may also help with building repairs or restoration. Communities should also look to see if there are ways local historical societies, museums, or libraries can build the sites' history into their programs through lectures, exhibits, and/or walking tours. Interpretive signage is also a great way to tell the history of sites and to mark the ones no longer still standing.

Did anyone famous stay/visit _____?

Depending on the location being asked about, the answer may be yes. Being a famous musician, film star, athlete, or politician did not protect someone from segregation. Newspaper articles often note when someone famous was visiting the area, and sometimes even note where they were staying. This was especially common when the Civil Rights Movement was front and center in the news. It was also not uncommon for a prominent local African American to put up VIPs in their own homes.

Why is _____ not listed in the *Green Book*?

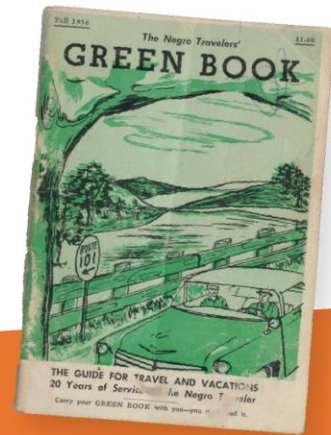
Due to the word of mouth nature of how businesses got listed in the *Green Book*, it was not all encompassing and cover every location that was a safe space for African Americans. Some businesses may have been known on a local level, but just not on the national level or to those who had the ability to get it listed.

How can I read the *Green Book* today?

23 editions of the *Green Book* ranging from 1937 – 1966 are available to view online through the New York Public Library's Digital Collections. There are also several facsimile editions available to buy online.



OASIS SPACES



NC GREEN BOOK PROJECT

YOU ARE INVITED!

“Navigating Jim Crow: *The Green Book* and Oasis Spaces in North Carolina” Traveling Exhibit Launch Events

Friday, March 6, 2020 | 6:00-9:00 p.m.

International Civil Rights Center & Museum (Greensboro)

Exhibit launch reception, screening of the Smithsonian Channel’s *The Green Book Guide to Freedom* documentary and panel discussion moderated by Dr. Valerie Ann Johnson, Dean of the School of Arts, Sciences, and Humanities, Shaw University. [DETAILS + FREE TICKETS](#)

Thursday, March 12, 2020 | 6:00-8:30 p.m.

North Carolina Museum of History (Raleigh)

Screening of the Smithsonian Channel’s *The Green Book Guide to Freedom* documentary and panel discussion* moderated by Deborah Holt Noel, Host and Producer of North Carolina Weekend and Black Issues Forum, WUNC-TV/UNC-TV Public Media North Carolina. *This conversation will be filmed. [DETAILS + FREE TICKETS](#)

Saturday, March 14, 2020

Hayti Heritage Center (Durham)

3:00-4:30 p.m.

Screening of the Smithsonian Channel’s *The Green Book Guide to Freedom* documentary and talkback featuring Lisa Withers, NC Green Book Project Research Historian. [DETAILS + FREE TICKETS](#)

7:00-9:30 p.m.

Doors open at 6:00 p.m.

Exhibit launch reception and “The Chitlin Circuit Revue” variety show. Featuring performances by GRAMMY Award-nominated group “The Hamiltones” and comedian Nick Lewis. Co-hosted by Dasan Ahanu and Darrell Stover.

[DETAILS + FREE TICKETS](#)

Free tickets required for all events.

A copy of the Negro Motorist Green Book will also be on display in the lobby of the North Carolina Museum of History until March 15, 2020.

These events and the exhibit were made possible in part by the Institute of Museum and Library Services MH-00-17-0027-17. The views, findings, conclusions or recommendations expressed in these programs do not necessarily represent those of the Institute of Museum and Library Services.



This project was made possible in part by the Institute of Museum and Library Services MH-00-17-0027-17.



“Oasis Spaces” NC Green Book Project

Communications Brief

Purpose

This document outlines communication efforts in which the NC Green Book Project team can publicize project tools, including the web portal and dual exhibit formats. The NC Green Book Project communications brief is an amenable document that changes with project needs.

Project Background

The NC Green Book Project features images of business owners, travelers, and historic images of North Carolina Green Book sites. The words of African American travelers and descendants of Green Book site owners are featured prominently throughout the project’s web portal and dual exhibit formats. Each of these stories culminates from oral histories collected by the North Carolina African American Heritage Commission (NCAAHC) in 2018 and 2019.

Goals

- Strengthen public awareness of the project by promoting tools, news, and current issues
- Analyze community reactions to the overall project, feedback on accessibility, and interest in contributing to research initiatives
- Develop brand awareness by aligning the NC Green Book Project aesthetic across all its web-based platforms

Target Audience

The NC Green Book Project’s target audience includes North Carolina residents interested in African American history, public history, civil rights history, social justice, and archival material.

Communications Objective

There are many communication avenues to utilize when pushing information out to the public. These avenues include the NC Green Book Project web portal, Facebook page, and Instagram account. The NC Green Book Project web portal contains content related to over 300 Green Book sites across the state and links to the project’s full site, which contains long-term pages with news, announcements, and project resources. The NC Green Book Project uses Facebook and Instagram to promote project tools, disseminate information about current issues, and develop the community around new ideas of African American heritage. These platforms are better suited for eye-catching posts that lead visitors to longer news and announcements via the NC Green Book Project website.

Communications Tone

The NC Green Book Project’s social media “voice” should appear both professional and personable. Using terms like “we” and “our” create a sense of identity beyond the impersonal office. Forming an approachable identity also stems from accessible language practices that accommodate all audiences with shortened text and non-academic jargon.



Communications Medium

Facebook

Facebook's platform is best for paragraph text styles, with mutual visuals posted together to create less visual fatigue for the audience. Unlike Instagram, more information can be relayed and connect to external links. The NC Green Book Project uses Facebook to promote project tools and foster project awareness.

The best times to post on Facebook included Wednesdays between 9 am to 3 pm, as more people tend to catch up on news during their lunch breaks. Other optimal times to post include any time between 9 am and 3 pm, Monday through Friday. It is encouraged to use images or links along with longer text posts to grab the reader's attention.

Facebook provides an analytics tool, called Insights, which can be accessed via the Page Manager at the top of the NC Green Book Project Facebook page. Insights allow the NC Green Book Project team to analyze Facebook activity in a variety of ways, including page likes, post reach, user engagement of content, visit frequency, and demographics. These metrics allow the NC Green Book Project team to assess communication efficacy and make adjustments as needed.

Instagram

Instagram necessitates a visual-dominant style using singular posts based around a defined aesthetic to create an overall project experience. Posts must occur more often to compensate for the platform's algorithm that prioritizes certain accounts through regular interaction. The NC Green Book Project uses Instagram to showcase archival research from the NC Green Book Project with a focus on brand awareness and community engagement.

Non-profit brands on Instagram have had the most success, on average, posting at 10 am and 4 pm. The best practice is to shift posts around these optimal times while promoting more significant images during interactive peaks.

Mandatory Elements

Overall, The NC Green Book Project's communications plan mandates the use of prompts, text, videos, and links to achieve its outreach goals. These elements ensure that community partners and stakeholders can connect to the project in multiple ways. Since it is an experimental phase of the project, the post schedule forms around a 50/50 ratio for informational versus promotional posts on Facebook, versus an 80/20 ratio on Instagram. Meaning, 50 percent of posts focus on project materials and 50 percent of posts guide visitors to use the project tools on Facebook. Meanwhile, 80 percent of posts focus on project materials, while 20 percent of posts guide visitors to use the project tools on Instagram. An outline detailing the communications strategy and post templates is available to all NC Green Book Project team members.



Appendix N

Share your opinion with the AAHC

Hello,

The North Carolina African American Heritage Commission is currently conducting a survey on the NC Green Book Project. We are interested in receiving your thoughts on both the *Navigating Jim Crow: The Green Book Oasis Spaces in North Carolina* [traveling panels](#) and [digital exhibit](#). Your feedback is always important and will allow us to evaluate our user experience. Click the “take survey” button below to start. **The survey should take about 5-10 minutes to complete.**

If you have any questions or concerns, please contact us at greenbooknc@gmail.com. Thank you for your time.

TAKE SURVEY

Best,
NC Green Book Project
NC African American Heritage Commission
NC Department of Natural and Cultural Resources
greenbooknc@gmail.com | www.aahc.nc.gov



Green Book & African American Travel Bibliography

This bibliography serves as a resource of scholarship on *The Negro Travelers' Green Book*. Resources on domestic and international travel during the late 19th and 20th centuries and tourism are included to contextualize African American professional and leisure travel experiences. Additionally, the subtopics of infrastructure development and city planning are included to contextualize African American' relationship to the shifts in American landscapes (particularly cityscapes) during the 20th century and the fate of *Green Book* sites after 1966. This bibliography also includes resources on the *Green Book* as presented in popular culture/mediums to assist historians and cultural heritage practitioners in staying abreast of the state of public dialogue and general audiences' awareness of the topic and included subtopics.

Dissertations, Monographs, & Theses

American Tourism: Constructing a National Tradition. Edited by J. Mark Souther and Nicolas Dagen Bloom. Chicago: Center for American Places, 2012.

Aron, Cindy S. *Working At Play: A History of Vacations in the United States*. New York: Oxford University Press, 1999.

Avila, Eric. *The Folklore of the Freeway: Race and Revolt in the Modernist City*. Minneapolis: University of Minnesota Press, 2014.

Belasco, W.J. *Americans on the Road: From Autocamp to Motel, 1910-1945*. Baltimore: Johns Hopkins University Press, 1997.

Berish, Andrew S. *Lonesome Roads and Streets of Dreams: Place, Mobility, and Race in Jazz of the 1930s and '40s*. Chicago: The University of Chicago Press, 2012.

Burrows, John H. *The Necessity of Myth: A History of the National Negro Business League, 1900-1945*. Auburn, AL: Hickory Hill Press, 1988.

Cocks, Catherine. *Doing the Town: The Rise of Urban Tourism in the United States, 1850-1915*. Berkeley: University of California Press, 2001.

Connolly, N.D.B. *A World More Concrete: Real Estate and the Remaking of Jim Crow South Florida*. Chicago: University of Chicago Press, 2014.

Crockett, Karilyn. *People Before Highways: Boston Activists, Urban Planners, and a New Movement for City Making*. Amherst: University of Massachusetts Press, 2018.

Edwards, Jennifer J. "A Color Line in the Sand: African American Seaside Leisure in New Hanover County, North Carolina." M.A. thesis, University of North Carolina, Wilmington, 2003.

Edwards, Jennifer J. "Living on the Edge: African American Leisure and the Coastal Environment at Sea Breeze, North Carolina." Honors Paper, University of North Carolina, Wilmington, 1998.



- Grossman, James R. *Land of Hope: Chicago, Black Southerners, and the Great Migration*. University of Chicago Press, 1989.
- Hall, Michael Ra-Shon. "Representing a Problem of Modern Mobility: Travel and Imagination in African American Cultural History, Arts and Letters, Ca. 1900-1970." Phd Dissertation, Emory University, 2014.
- Harris, David A. *Profiles in Injustice: Why Racial Profiling Cannot Work*. New York: The New Press, 2002.
- Hobbs, Allyson. *Far from Sanctuary: African American Journeys and the Road to Civil Rights*. Cambridge: Harvard University Press, Forthcoming.
- Holland, J.W. *Black Recreation: A Historical Perspective*. Chicago: Burnham/Rowman and Littlefield, 2002.
- Ireland, Robert E. *Entering the Auto Age: The Early Automobile in North Carolina, 1900-1930*. Raleigh, 1990.
- Flink, James J. *The Automobile Age*. Cambridge, Massachusetts: MIT Press. 1988.
- Jackle, John A. and Keith A. Sculle. *America's Main Street Hotels: Transiency and Community in the Early Auto Age*. Knoxville: University of Tennessee Press, 2009.
- Jackle, John A. and Keith A. Sculle. *Fast Food: Roadside Restaurants in the Automobile Age*. Baltimore: Johns Hopkins University Press, 1999.
- Jackle, John A. and Keith A. Sculle. *The Garage: Automobility and Building Innovation in America's Early Auto Age*. Knoxville: University of Tennessee Press, 2013.
- Jackle, John A. and Keith A. Sculle. *The Gas Station in America*. Baltimore: The Johns Hopkins University Press, 1994.
- Jackle, John A. and Keith A. Sculle. *Lots of Parking: Land Use in a Car Culture*. Charlottesville, Virginia, 2004.
- Jackle, John A. and Keith A. Sculle, and Jefferson S. Rogers. *The Motel in America*. Baltimore: The John Hopkins University Press, 1996.
- Jackle, John A. and Keith A. Sculle. *Motoring: The Highway Experience in America* Athens: University of Georgia Press: Athens, 2008.
- Jackson, Hope W. "Stones of Memory: Narratives from a Black Beach Community." Phd Dissertation, University of North Carolina at Greensboro, 2013.
- Jefferson, Alison Rose, "Leisure's Race, Power, and Place: The Recreation and Remembrance of African Americans in the California Dream." Phd Dissertation, University of California Santa Barbara, 2015.



- Kelley, Blair L.M. *Right to Ride: Streetcar Boycott and African American Citizenship in the Era of Plessy v. Ferguson*. Chapel Hill: The University of North Carolina Press, 2010.
- Kendi, Ibram X. *Stamped from the Beginning: The Definitive History of Racist Ideas in America*. New York: Touchstone, 2006.
- Kahrl, Andrew William. "On the Beach: Race and Leisure in the Jim Crow South." PhD Dissertation, Indiana University, 2008.
- Kahrl, Andrew W. *This Land was Ours: African American Beaches from Jim Crow to the Sunbelt South*. Cambridge, MA: Harvard University Press, 2012.
- Kahrl, Andrew W. *The Land was Ours: How Black Beaches Became White Wealth in the Coastal South*. Chapel Hill: The University of North Carolina Press, 2017.
- Kennedy, Richard A. "Automobility, Hospitality, African American Tourism, and Mapping Victor H. Green's *Negro Motorist Green Book*." MA Thesis, East Carolina University, 2013.
- Lauderbach, Preston. *The Chitlin' Circuit and the Road to Rock'N' Roll*. New York: W.W. Norton & Company, 2011.
- Lewis, Tom. *Divided Highways: Building the Interstate Highways, Transforming American Life, Updated Edition*. Ithaca: Cornell University Press, 2013.
- Loewen, James W. *Sundown Towns: A Hidden Dimension of American Racism*. New York: New Press, 2005.
- Miles, Jan. *The Post-Racial Negro Green Book*. New Orleans: Brown Bird Books, 2017.
- Monahan, Meagen Kathleen. "'The Green Book': A Representation of the Black Middle Class and Its Resistance to Jim Crow Through Entrepreneurship and Respectability." Undergraduate Honors Thesis. William & Mary. 2013.
- Nall, Clayton. *The Road to Inequality: How the Federal Highway Program Polarized America and Undermined Cities*. Cambridge: Cambridge University Press, 2018.
- The Post-Racial Negro Green Book: A Contemporary Guide to Racism Throughout the United States, Second Edition*. New Orleans: Brown Bird Books. Forthcoming in 2019.
- Preston, Howard L. *Automobile Age Atlanta: The Making of a Southern Metropolis, 1900-1935*. Athens: University of Georgia Press, 1979.
- Pryor, Elizabeth Stordeur. *Colored Travelers: Mobility and the Fight for Citizenship Before the Civil War*. Chapel Hill: The University of North Carolina Press, 2016.
- Rugh, Susan Sessions. *Are We There Yet? The Golden Age of American Family Vacations*. Lawrence, KS: University Press of Kansas, 2008.



- Seiler, Cotten. *Republic of Drivers: A Cultural History of Automobility in America*. Chicago: University of Chicago Press, 2008.
- Shaffer, Marguerite S. *See America First: Tourism and National Identity, 1880-1940*. Washington, D.C.: Smithsonian Institution Press, 2001.
- Sims, Angela D. *Lynched: The Power of Memory in a Culture of Terror*. Waco: Baylor University Press, 2017.
- Sorin, Gretchen. *Driving While Black: African American Travel and the Road to Civil Rights*. New York: Liveright Publishing Corporation, 2020.
- Sorin, Gretchen Sullivan. "Keep Going: African Americans on the Road in the Era of Jim Crow." PhD Dissertation, University at Albany, State University of New York. 2009.
- Southern Journeys: Tourism, History, and Culture in the Modern South*. Edited by Richard D. Starnes. Tuscaloosa: University of Alabama Press, 2003.
- Taylor, Candacy. *Overground Railroad: The Green Book & Roots of Black Travel in America*. New York: Abrams Press, 2020.
- Thomas, Audrey. "Recreation Without Humiliation: The Preservation of Travel Guide Resources in Portsmouth, Virginia." MA Thesis. University of Georgia. 2018.
- Thomas, Susan W. "Chain Gangs, Roads, and Reform in North Carolina, 1900-1935." PhD Dissertation, University of North Carolina at Greensboro, 2011.
- Urry, J. *The Tourist Gaze*, 2nd Edition. Thousand Oaks: CA, 2002.
- Walls, Dwayne E. *The Chicken Bone Special*. New York: Harcourt Brace & Company, 1971.
- Wilkerson, Isabel. *The Warmth of Other Suns: The Epic Story of America's Great Migration*. New York: Random House, 2010.
- Wolcott, Victoria W. *Race, Riots, and Roller Coasters: The Struggle Over Segregated Recreation in America*. Philadelphia: University of Pennsylvania Press, 2012.

Journal Articles & Book Chapters

- Armstead, Myra B. "Revisiting Hotels and Other Lodgings: American Tourist Spaces through the Lens of Black Pleasure-Travelers, 1880-1950." *The Journal of Decorative and Propaganda Arts*, Vol. 25, The American Hotel (2005): 136-159.
- Bay, Mia. "Traveling Black/Buying Black: Retail and Roadside Accommodation during the Segregation Era." *Race and Retail: Consumption Across the Color Line*. Edited by Mia Bay and Ann Fabian, 15-33. New Brunswick, NJ: Rutgers University Press, 2015.
- Cassanello, Robert. "Avoiding 'Jim Crow': Negotiating Separate and Equal on Florida's Railroads and Streetcars and the Progressive Era Origins of the Modern Civil Rights Movement." *Journal of Urban History*, Vol. 34, No. 3 (March 2008): 435-457.



- Hall, Michael Ra-Shon. "The Negro Traveller's Guide to a Jim Crow South: Negotiating Racialized Landscapes During a Dark Period in United States Cultural History, 1936-1967." *Postcolonial Studies*, Vol. 14, No. 3 (2014): 307-319.
- Foote, Kenneth E. "Editing Memory and Automobility & Race: Two Learning Activities on Contested Heritage and Place." *Southeastern Geographer* 52, no. 4 (2012): 384-397.
- Foster, Mark S. "'In the Face of 'Jim Crow': Prosperous Blacks and Vacations, Travel and Outdoor Leisure, 1890-1945.'" *Journal of Negro History*, Vol. 84, No. 2 (Spring 1999): 130-149.
- Franz, Kathleen. "'The Open Road': Automobility and Racial Uplift in the Interwar Years," *Technology and the African-American Experience: Needs and Opportunities for Study*. Edited by Bruce Sinclair, 131-154. Cambridge, MA: MIT Press, 2004.
- Franz, Kathleen. "African-Americans Take to the Open Road." *Major Problems in American Popular Culture*. Edited by Kathleen Franz and Susan Smulyan. New York: Cengage Publishing, 2011.
- Gilroy, Paul. "Driving While Black." *Car Cultures*. Edited by Daniel Miller., 81-104. New York: Berg Press, 2001.
- Kahrl, Andrew W. "The 'Negro Park Question: Land, Labor, and Leisure in Pitt County, North Carolina, 1920-1930.'" *Journal of Southern History*, Vol. 79 (February 2013): 113-142.
- Kahrl, Andrew W. "'The Slightest Semblance of Unruliness': Steamboat Excursions, Pleasure Resorts, and the Emergence of Segregation Culture on the Potomac River." *The Journal of American History*, Vol. 94, No. 4 (March 2008): 1108-1136.
- Lovelace, H. Timothy, Jr. "William Worthy's Passport: Travel Restrictions and the Cold War Struggle for Civil and Human Rights." *Journal of American History*, Vol. 103, No. 1 (June 2016): 107-131.
- Lüthi, Barbara. "'You Don't Have to Ride Jim Crow': the Freedom Riders of 1961 and the Dilemma of Mobility." *International Journal of Politics, Culture, and Society*, Vol. 29, No. 4 (December 2016), 383-401.
- Mack, Kenneth W. "Law, Society, Identity, and the Making of the Jim Crow South: Travel and Segregation on Tennessee Railroads, 1875-1905." *Law & Social Inquiry: Journal of the American Bar Foundation*, Vol. 24, No. 2 (April 1999), 377-409.
- Meier, August and Elliott Rudwick. "The Boycott Movement Against Jim Crow Streetcars in the South, 1900-1906." In *Along the Color Line: Explorations in the Black Experience*. Edited by August Meier and Elliott Rudwick, Foreword by David Levering Lewis. Urbana: University of Illinois Press, 2002.
- Meier, August and Elliott Rudwick. "The Boycott Movement Against Jim Crow Streetcars in the South, 1900-1906." *The Journal of American History*, Vol. 55, No. 4 (March 1969), 756-775



Milloy, Courtland Jr. “Black Highways: Thirty Years Ago in the South, We Didn’t Dare Stop.” *The Washington Post* (Washington, D.C.), June 21, 1987.

Mitchell, Jerry T. and Larianne Collins. “The Green Book: ‘Safe Spaces’ from Place to Place.” *The Geography Teacher*, Vol. 11, No. 1 (2014): 29-36.

Plant, Rebecca Jo and Frances M. Clarke. “‘The Crowning Insult’: Federal Segregation and the Gold Star Mother and Widow Pilgrimages of the Early 1930s.” *The Journal of American History*, Vol. 102, No. 2 (September 2015): 406-432.

Sanders, Crystal R. “Blue Water, Black Beach: The North Carolina Teachers Association and Hammocks Beach in the Age of Jim Crow.” *North Carolina Historical Review*, Vol. 92, No. 2 (April 2015): 145-164.

Seiler, Cotten. “So That We as a Race Might Have Something Authentic to Travel By”: African American Automobility and Cold-War Liberalism.” *American Quarterly*, Vol. 50, No. 4 (December 2006): 1091-1117.

Sorin, Gretchen Sullivan. “The Negro Motorist Green-Book.” *The Ephemera Journal*, Vol. 13 (2010): 16-27.

Stephenson, Gilbert Thomas. “The Separation of the Races in Public Conveyances.” *The American Political Science Review*, Vol. 3, No. 2 (1909): 180-204.

Turner, Walter R. “Coming Home: The North Carolina Bus Companies that Became Part of Trailways and Greyhound.” *The North Carolina Historical Review*, Vol. XC, No. 4 (October 2013): 355-384.

Williams, Clay. “The Guide for Colored Travelers: A Reflection of the Urban League.” *Journal of American and Comparative Cultures*, Vol. 24, No. 3 (Fall 2001):71-79.

Young, Terence. “A Contradiction in Democratic Government”: W.J. Trent, Jr., and the Struggle to Desegregate National Park Campgrounds. *Environmental History*, Vol. 14, No. 4 (October 2009): 651-682.

Blog Posts, News, Plays, Podcasts, Popular Culture, Presentations, Videos, & Films

Banks, Addi. “EP 120: Hope From History, Early Black Entrepreneurs with Addi Banks.” 88.1 *The Truth Network*. <https://soundcloud.com/user-586445648/ep-120-hope-from-history>. Accessed September 15, 2018.

Bates, Karen Grigsby. “The Green Book: Celebrating ‘The Bible of Black Travel.’” *Code Switch* (Washington, D.C.). November 17, 2018. <https://www.npr.org/sections/codeswitch/2018/11/17/668307994/the-green-book-celebrating-the-bible-of-black-travel>. Accessed November 18, 2018.

“The Black History of Black Travelers in America-The Negro Motorist Green Book.” *Black Traveler’s Network*. February 23, 2016. <http://theblacktravelersnetwork.com/2016/02/23/the-black-history-of-black-travelers-in-america>. Accessed march 9, 2019.



- Brown, Deneen L. “‘Life or Death for Black Travelers’: How Fear Led to ‘The Negro Motorist Green Book.’” *Chicago Tribune* (Chicago, Illinois), June 2, 2017, <https://www.chicagotribune.com/lifestyles/travel/ct-negro-motorist-green-book-travel-0602-story.html>. Accessed July 9, 2018.
- Burns, Ric. “Driving While Black.” Steeplechase Films. <http://www.ricburns.com/film/driving-while-black-2>. Accessed February 25, 2019.
- Burns, Ric. “Driving While Black: African Americans on the Road in the Era of Jim Crow.” Steeplechase Films. <http://www.dwbfilm.com>. Accessed February 25, 2019.
- Burton, Nsenga K. “How Did Blacks Travel During Segregation?” *The Root* (New York, N.Y.), July 9, 2012, <https://www.theroot.com/how-did-blacks-travel-during-segregation-1790892293>. Accessed April 25, 2018.
- Carpenter, Bennett. “[Green Book Provides Guide to a Bygone Era.](#)” *The Devil’s Tale: Dispatches from the David M. Rubenstein Rare Book & Manuscript Library* (Durham, NC), December 17, 2018, <https://blogs.library.duke.edu/rubenstein/2018/12/17/green-book>. Accessed January 1, 2019.
- Colvin, Rhonda. “[Traveling While Black.](#)” *The Washington Post* (Washington, D.C.), January 26, 2018, https://www.washingtonpost.com/news/national/wp/2018/01/26/feature/traveling-while-black-why-some-americans-are-afraid-to-explore-their-own-country/?utm_term=.5a5df9405b33. Accessed March 7, 2018.
- Denesha, Julie. “Kansas City Playwright Takes a Journey based on ‘The Negro Motorist Green Book.’” *KCUR* (NPR, Kansas City). July 5, 2017. <https://www.kcur.org/post/kansas-city-playwright-takes-journey-based-negro-motorist-green-book#stream/0>. Accessed March 9, 2019.
- “Derrick Adams: Sanctuary.” *Museum of Arts and Design*. 2018. <https://madmuseum.org/exhibition/derrick-adams-sanctuary>. Accessed March 9, 2019.
- Du Lac, J. Freedom. “Guidebook that Aided Black Travelers During Segregation Reveals Vastly Different D.C.” *The Washington Post* (Washington, D.C.). September 12, 2010. <http://www.washingtonpost.com/wp-dyn/content/article/2010/09/11/AR2010091105358.html>. Accessed February 25, 2019.
- Drinkard, Jane. “An Artist Reimagines a Travel Guide for Black Americans.” *The Cut* (New York). January 30, 2018. <https://www.thecut.com/2018/01/derrick-adams-reimagines-black-travel-guide-mad-museum.html>. Accessed March 9, 2019.
- Driskell, Jay. “An Atlas of Self-Reliance: The Negro Motorist Green Book (1937-1964).” *Smithsonian* (Washington, D.C.), July 30, 2015. <http://americanhistory.si.edu/blog/negro-motorists-green-book>. Accessed February 25, 2019.
- Eversley, Melanie. “Documentary Explores ‘Driving While Black.’” *Diverse: Issues in Higher Education* (Fairfax, VA), December 9, 2018, <https://diverseeducation.com/article/133890>.



Accessed December 22, 2018.

Freelon, Kiratiana. "Modern-Day Travels with the 'Green Book': The Black Travelers' Guide to [Jim Crow America](#)." *Marriott Traveler* (Bethesda, Maryland), No Publication Date, <https://traveler.marriott.com/road-trips/lawrence-ross-modern-day-travels-with-the-green-book>. Accessed July 9, 2018.

Giorgis, Hannah. "The Documentary Highlighting the Real *Green Book*." *The Atlantic* (Washington, D.C.) February 23, 2019. <https://www.theatlantic.com/entertainment/archive/2019/02/real-green-book-preserving-tories-of-jim-crow-era-travel/583294>. Accessed March 1, 2019.

"The Green Book." Narrated by Alvin Hall. *BBC Radio4*. April 1, 2018. <https://www.bbc.co.uk/programmes/b083p88f>. Accessed March 9, 2019.

"The Green Book: A Catalogue of Refuge and Tolerance." *IA* (National Public Radio, Washington, D.C.). January 16, 2017. <https://theia.org/shows/2017-01-16/the-green-book>. Accessed March 9, 2019.

"'Green Book' Helped African Americans Travel Safely." *Talk of the Nation, National Public Radio* (Washington, D.C.), September 15, 2010, <https://www.npr.org/templates/story/story.php?storyId=129885990>. Accessed July 9, 2018.

Greenidge, Kaitlyn. "[A Black Motorists' Guide to Jim Crow America, Newly Relevant](#)." *The New York Times, Style Magazine* (New York, NY), October 18, 2018, <https://www.nytimes.com/2018/10/18/t-magazine/what-is-the-green-book.html>. Accessed October 19, 2018.

Goodavage, Maria. "'Green Book' Helped Keep African Americans Safe on the Road." *Soul Food Junkies/PBS Independent Lens Blog* (Arlington, VA). January 10, 2013. <http://www.pbs.org/independentlens/blog/green-book-helped-keep-african-americans-safe-on-the-road>. Accessed February 25, 2019.

Halani, Hannah Alani. "More than 300 African-American Historical Sites in SC are Yours to [Discover with New App](#)." *The Post and Courier* (Charleston, SC) August 4, 2018, https://www.postandcourier.com/news/the-green-book-revived-historic-guide-for-black-motorists-now/article_432fcb84-9455-11e8-a427-53c6bbd5746e.html. Accessed August 5, 2018.

Hall, Alvin. "The Story of The Green Book-A Travel Guide Like No Other." *BBC Seriously...* (Podcast). <https://www.bbc.co.uk/programmes/articles/16QzPj6QsBby6VSzz8Ptnlp/the-story-of-the-green-book-a-travel-guide-like-no-other> Accessed March 9, 2019.

Hall, Delaney. "[Episode 201: The Green Book](#)." *99% Invisible*. February 23, 2016, <https://99percentinvisible.org/episode/the-green-book>. Accessed September, 7, 2018.

Harriot, Michael. "[Green Book Mobile App Turns the Painful History of Traveling While Black Into Tool for Learning](#)." *The Root* (New York, N.Y.) June 1, 2017, <https://www.theroot.com/green-book-mobile-app-turns-the-painful-history-of-trav-1795737906>. Accessed July 9, 2018.



- Hobbs, Allyson. "Opinion: Summer Road-Tripping While Black." *New York Times* (New York, N.Y.), August 31, 2018, <https://www.nytimes.com/2018/08/31/opinion/sunday/summer-road-tripping-while-black.html?action=click&module=Opinion&pgtype=Homepage>. Accessed September 6, 2018.
- Hoffius, Ingrid. "[Partnering to Preserve North Carolina's African American Heritage.](#)" *Department of History News* (Raleigh, N.C.), July 11, 2016, <https://history.news.chass.ncsu.edu/2016/07/11/partnering-to-preserve-north-carolinas-african-american-heritage>. Accessed April 26, 2017.
- Kahn, Eve M. "The 'Green Book' Legacy, a Beacon for Black Travelers." *The New York Times* (New York, N.Y.), August 6, 2015, <https://www.nytimes.com/2015/08/07/arts/design/the-green-book-legacy-a-beacon-for-black-travelers.html>. Accessed February 25, 2019.
- Kahrl, Andrew. "Planning for Exploitation: The Plight of Black Coastal Landowners and Coastal Areas in the Sunbelt South." *American Planning Association*. April 26, 2011. https://planning-org-uploaded-media.s3.amazonaws.com/legacy_resources/tuesdaysatapa/2011/chicago/pdf/apr.pdf (slide show). Accessed September 18, 2019.
- Kahrl, Andrew. "The Plight of Black Coastal Landowners in the Sunbelt South and its Lessons for Post-Housing Bubble America." *American Planning Association*. April 26, 2011. <https://podbay.fm/podcast/194167978/e/1303917405>. Accessed September 18, 2019.
- Liriano, Maira. "[How to Travel While Black During Jim Crow.](#)" *WBUR Here & Now* (Boston, M.A.), November 23, 2015, <https://www.wbur.org/hereandnow/2015/11/23/green-book-travel-guides-history>. Accessed February 11, 2019.
- Loewen, James. "Was your town a sundown town? How to find out if your community intentionally excluded African Americans." *UU World Magazine*. February 18, 2008. <https://www.uuworld.org/articles/was-your-town-sundown-town>. Accessed March 1, 2019.
- Lowndes, Colman. "The Guidebook that Helped Black Americans Travel During Segregation." *Vox* (Washington, D.C.), March 15, 2018, <https://www.vox.com/2018/3/15/17124620/green-book-black-americans-travel-segregation>. Accessed March 21, 2018.
- Mathew, Teresa. "An Art Show Inspired by The Green Book." *Citylab/The Atlantic* (Washington, D.C.), February 13, 2018, <https://www.citylab.com/design/2018/02/new-art-inspired-by-an-old-travel-guide/553070> Accessed July 9, 2018.
- McFadden, Robby. "Travels with the 'Green Book.'" *CBS News* (New York, NY), January 13, 2019, <https://www.cbsnews.com/news/travels-with-the-green-book-the-history-of-the-negro-motorist-green-book/?ftag=CNM-00-10aab6i&linkId=62305083>. Accessed January 13, 2019.
- McGee, Celia. "The Open Road Wasn't Quite Open to All." *The New York Times* (New York,



N.Y.), August 22, 2010, <https://www.nytimes.com/2010/08/23/books/23green.html>. Accessed September 18, 2018.

Mendelsohn, Meredith. “How an Artist Learned About Freedom from ‘The Negro Motorist Green Book.’” *The New York Times* (New York, N.Y.), January 19, 2018, <https://www.nytimes.com/2018/01/19/arts/design/how-an-artist-learned-about-freedom-from-the-negro-motorist-green-book.html>. Accessed July 9, 2018.

Moodie-Mills, Danielle. “[The ‘Green Book’ was a Travel Guide Just for Black Motorists.](#)” *ABC News* (New York, N.Y.), July 11, 2017, <https://www.nbcnews.com/news/nbcblk/green-book-was-travel-guide-just-black-motorists-n649081>. Accessed July 9, 2018.

Pyke, Alan. “Top Infrastructure Official Explains How America Used Highways to Destroy Black Neighborhoods.” *ThinkProgress*. March 31, 2016. <https://thinkprogress.org/top-infrastructure-official-explains-how-america-used-highways-to-destroy-black-neighborhoods-96c1460d1962>. Accessed February 19, 2019.

Ramsey, Calvin A. *The Green Book: A Play*. New York: Calvin Alexander Ramsey, 2010.

Ramsey, Calvin A., Gwen Strauss, and Floyd Cooper. *Ruth and the Green Book*. Minneapolis, MN: Carolrhoda Books, 2010.

Reut, Jennifer, “Travelguide: Vacation and Recreation Without Humiliation.” *National Trust for Historic Preservation*. February 19, 2019. <https://savingplaces.org/stories/travelguide-vacation-and-recreation-without-humiliation#.XKdBxS-ZPVq>, accessed April 5, 2019.

Ross, Lawrence. “#TheRootTrip.” *The Root* (New, N.Y.), June 11-June 20, 2017, <https://www.theroot.com/tag/the-root-trip>. Accessed July 9, 2018.

Townsend, Jacinda. “Driving While Black: African Americans Used a Crowd-Sourced Guide to Navigate Segregation.” *Smithsonian Magazine* (Washington, D.C.), April 2016.

Townsend, Jacinda. “[How the Green Book Helped African -American Tourists Navigate a Segregated Nation.](#)” *Smithsonian Magazine* (Washington, D.C.), April 2016, <https://www.smithsonianmag.com/smithsonian-institution/history-green-book-african-american-travelers-180958506>. Accessed July 9, 2018.

Tucker, Cynthia. “Traveling While Negro.” *The Bitter Southerner*. 2019. <https://bittersoutherner.com/traveling-while-negro-green-book-cynthia-tucker>. Accessed March 8, 2019.

White, Gillian B. “Revisiting a Jim Crow-Era Guide for Traveling While Black.” *The Atlantic* (Washington, D.C.) January 18, 2016. <https://www.theatlantic.com/business/archive/2016/01/jim-crow-green-book-mlk/424467>. Accessed March 1, 2019.

Zipf, Catherine W. “A Haven for African-Americans in R.I.” *Providence Journal* (Rhode Island)



February 25, 2016, <https://www.providencejournal.com/article/20160225/OPINION/160229619>, accessed April 5, 2019.

Online Resources & Projects

The *Green Book*-New York Public Library Collections. 2018.

<https://digitalcollections.nypl.org/collections/the-green-book#/?tab=about>. Accessed April 1, 2018.

“Green Book Travelers.” *HistoryPin*.

<https://www.historypin.org/en/greenbook/geo/36.156095,-78.750098,8/bounds/34.438334,-83.085742,37.837035,-74.414454/paging/1>. Accessed March 9, 2019.

Green, Victor. *The Negro Motorist Green Book*, 1941 Edition, Transcription. Smithsonian Digital Volunteers: Transcription Center. <https://transcription.si.edu/project/7955>. Accessed March 9, 2019.

Green, Victor. *The Negro Traveler's Green Book*, Spring 1956 Edition. University of South Carolina Library Digital Collections. <http://digital.tcl.sc.edu/cdm/ref/collection/greenbook/id/88>. Accessed March 9, 2019.

Hellman, Susan. “Virginia Green Book-Work in Progress.”

<https://www.daveyhealth.com/virginia-green-book/#How>. Accessed March 9, 2019.

Ijeoma, Ekene. “The *Green Book*” Project. Creative Capital. 2019.

<https://creative-capital.org/projects/the-green-book-project>. Accessed January 15, 2019.

Loewen, James W. and Matt Cheney. “Sundown Towns: A Hidden Dimension of American Racism.” 1997-2015. <https://sundown.tougaloo.edu/sundowntowns.php>. Accessed February 27, 2019.

Loewen, James W. Fran Kaplan, and Robert Smith. “Sundown Towns: Racial Segregation Past and Present.” *America's Black Holocaust Museum*.

<https://abhmuseum.org/sundown-towns-the-past-and-present-of-racial-segregation>. Accessed February 28, 2019.

National Trust for Historic Preservation. *Green Book Sites: A Historic Travel Guide to Jim Crow America*. <https://savingplaces.org/green-book-sites#.XKdDwy-ZPVo>, accessed April 5, 2019.

The Negro Motorist Green Book. National Museum of African American History and Culture.

https://nmaahc.si.edu/object/nmaahc_2015.97.42. Accessed February 25, 2019.

Osborne, Mike. “Green Book Mapped Safe Route Through Era of Discrimination.” *Voice of America (VOA)* (Washington, D.C). February 21, 2019.

<https://www.voanews.com/a/green-book-mapped-safe-route-through-era-of-discrimination/4797801.html>. Accessed March 8, 2019.

Ramsey, Calvin Alexander and Becky Wible Searles. “The Green Book Chronicles: Connecting with Victor Green’s Travel Guides During Jim Crow America.”

<https://greenbookchronicles.com>, accessed September 7, 2018.



- “Remembering Every North Carolina Green Book Listing.” *Public Radio East--Public Radio for Eastern NC* (New Bern, NC). February 19, 2019.
<https://www.publicradioeast.org/post/remembering-every-north-carolina-green-book-listing>. Accessed March 8, 2019.
- Reut, Jennifer. “Mapping the *Green Book*” : A Production Blog about Making History.”
<http://mappingthegreenbook.tumblr.com/>) Accessed February 25, 2019.
- Schomburg Center for Research in Black Culture. “Navigating the Green Book.” New York Public Library. <http://publicdomain.nypl.org/greenbook-map>. Accessed February 25, 2019.
- Smithsonian National Museum of African American History and Culture. “Green Book Exhibit Video.” July 23,2018,
<https://www.facebook.com/NMAAHC/videos/10155464078981990/>, accessed July 25, 2018.
- South Carolina African American Heritage Commission. “The *Green Book* of South Carolina: A Travel Guide to S.C. African American Cultural Sites.” <https://greenbookofsc.com>. Accessed April 2, 2018.
- Sugrue, Thomas J. “Driving While Black: The Car and Race Relations in Modern America.” *Automobile in American Life and Society*. 2010.
http://www.autolife.umd.umich.edu/Race/R_Casestudy/R_Casestudy1.htm, accessed September 15, 2018.
- Taylor, Candacy. “LA Green Book Sites.” *The Green Book Project*.
<https://candacy-taylor.squarespace.com/la-green-book-sites-1>. Accessed March 1, 2019.
- Taylor, Candacy. “Overground Railroad: The Green Book and the Roots of Black Travel in America.” *The Green Book Project*.
<https://candacy-taylor.squarespace.com/the-green-book>. Accessed March 1, 2019.
- “Traveling Through Jim Crow America.” *National Museum of African American History & Culture*. <https://nmaahc.si.edu/blog-post/traveling-through-jim-crow-america>. Accessed March 9, 2019.
- Tunnell, Harry. “[The Negro Motorist Green Book \(1936-1964\)](#).” *BlackPast.org: An Online Reference Guide to African American History* (Seattle, Washington), No Publication Date, accessed July 9, 2018.
- Zipf, Catherine. “You Will Find It Handy: Preserving Sites Listed in *The Negro Motorist Green Book*.” <http://www.catherinezipf.com/greenbook/>. Accessed February 25, 2019.

