

Grant Title: 013-19 100 Years Later: The Great Molasses Flood Revisited

Grant #: 013-19

Type of Grant: Project-ENA

PO: JHW

Amount Requested: \$3,000.00

Grant Round: November

Sponsoring Organization:

**Museum - Old South Meeting House
310 Washington St
Boston, MA 02108**

Contact Information:

**Dr. Erica BethLindamood
310 Washington St
Boston, MA 02108**



FollowUp Form

Project Title [DR]*

013-19 100 Years Later: The Great Molasses Flood Revisited

Grant Number

013-19

Project Director's Evaluation

The Project*

This project was co-created and co-presented by Old South Meeting House and the Massachusetts Historical Society, to commemorate the 100th anniversary of Boston's Great Molasses Flood in January 1919. It included three panel discussions, in January, February, and March 2019. Each of the panels explored a different topic, inspired by themes discussed in local historian Stephen Puleo's book on the Great Molasses Flood, *Dark Tide*. Each of the three panels included Stephen Puleo, along with local experts on the thematic topics discussed: the misrepresentation of historical events (January), relationships between business and communities (February), and immigration (March). The first two panel discussions took place at Old South Meeting House, and the third and final program took place at the Massachusetts Historical Society.

Goals*

Max Score: 4

3

Most Successful*

In terms of content, we successfully engaged dynamic panels that explored major themes raised in Stephen Puleo's book about the Great Molasses Flood, discussing these themes in relation to other historical events and contemporary issues. In terms of public attendance and engagement, we were able to attract a large audience for each of the three programs, including a high percentage of first-time participants in Old South Meeting House public programs. Q&A sessions were lively, and the room "buzzed" with conversation after the programs, suggesting that we successfully "engaged the public in learning and dialogue." Overall, the series attracted 407 audience members. 174, or 43% of attendees overall, completed exit surveys, with the vast majority reporting that they had learned new information, experienced increased interest in the topic, had a desire to participate in similar programs, and enjoyed the experience overall. (See attached document, "Molasses Flood Centennial Series - Surveys Summary," for more details.) I was particularly pleased with our success in identifying and engaging two labor activists in Boston for the second panel program, to provide first-hand and contemporary takes on the labor-related issues discussed in relation to the Molasses Flood. The dynamism of audience engagement in the Q&A session for this program (documented in the Forum Network film; see "Relevant Links" below) reflects well on the dynamism of this panel as a whole.

Least Successful*

Because of a combination of factors, we did not build the "new audiences" component we had hoped to attract. These factors included the following: being extremely short staffed at the organizational and departmental levels, experiencing higher registration numbers than anticipated from an early date (causing time to be spent on planning for use of the balcony for audience seating and additional staffing), the project director's needing to invest a significant amount of

time in identifying community activist panelists for the second panel program, and the failure of initial outreach efforts with likely community partners. This process was a reminder for us of how much time and human resource it actually takes to build successful community partnerships that result in bodies in the seats - even if it's for a single evening, let alone an extended period of engagement. Another reminder from this experience, is that productive partnerships most often develop through a longer-term, give-and-take process, rather than as the result of a short-term "ask." At least one of the "failed" partnership attempts for this project (with the Education Program Manager at BEST Hospitality Training), may result in future collaborations, as the communication ended with an invitation to explore possible partnership opportunities later this year.

Engaging New Audiences

Because of being extremely short staffed during the fall and winter, the Project Director was unable to complete the targeted outreach initially planned into the North End community. Since the registration numbers and rate of increase in registration for that program were so high, it seemed to make sense to focus on outreach for the second and third programs in the series - which would thematically be of interest to "new Bostonians" and others dealing with immigration and labor related issues. In October, the Project Director reached out to a high school teacher at the Boston International Newcomers Academy, who had recently visited the Meeting House with her class as part of their *Hamilton: An American Musical*-related curriculum, to invite her participation with students in the immigration-focused March program. In November, this teacher forwarded the invitation to three colleagues that she thought might be interested, but none of them "took the bait," despite our offering a possible opportunity for students to display their work publicly in conjunction with participating in the program. During the winter, we also reached out to the International Institute of New England - Boston with a similar invitation. Unfortunately, our contact at that organization replied to the Project Director's colleague with an indication of interest among his students while that colleague was on leave from the office, and the Project Director did not get the information about their interest in participating until after the event. It was disheartening to learn about this missed opportunity, but we hope that this connection will bear fruit in the form of future collaborations.

For the labor-focused February program, in October the Project Director pursued a connection at Boston's Local 26, based on the Project Scholar's recommendation of this as a promising venue for identifying potential panelists and audience participation. Initial inquiries led to a series of referrals, including several potential panelists and the Education Program Manager at BEST Hospitality Training. While in January the Education Program Manager expressed interest in participating in the February or March program with ESL and/or citizenship students, after discussion with her teaching team, she was not ready to commit to participation in our programs this winter. As in the case of the connection with the International Institute of New England - Boston (see above paragraph), this new connection did establish the possibility of future collaborations between our organizations.

Conversations with individuals affiliated with Local 26 and BEST eventually led to the identification of one Local 26-involved panelist for the February program, and once this organizational leader was on board, he quickly invited and brought on board an additional panelist who was able to speak from the ground and from the heart, as a local and international labor activist today in the hospitality industry. As a result, our panel represented a cross-section of scholars, scholar-activists, and labor activists, making the conversation one can resonate with a broader cross-section of populations, both in person and in its online presence as the result of its filming by WGBH Forum Network.

Negotiating the Social Contract

NA

Personnel*

Local historian and author Stephen Puleo was an invaluable partner in the early stages of this project, assisting OSMH and MHS with conceptualizing the series and its components. His participation in all three panels helped us to draw a healthy audience, and allowed the series to remain anchored in close examination of the Molasses Flood and the issues of its day. Project Scholar Robert Farrant played an invaluable role in providing guidance that let to identifying the two labor activists who made up 50% of our panel for the second program. Dr. Farrant's participation as a panelist for the second program in the series was also invaluable. Our partners at MHS provided enormous support from conception to project wrap-up, promoting the series on their website and in their print season calendar, managing registration for all three programs, identifying dynamic and expert panelists and moderators (including two MHS staff members), and participating in all three programs as (co)facilitators.

Outreach Efforts*

The Meeting House promoted the series and programs on our website calendar, and on social media platforms. During the fall, OSMH's Marketing Director relocated and was able to commit only limited time to marketing assistance with this project or other initiatives. Since we were so short staffed and particularly stretched thin in this area, we relied heavily on our program partner Massachusetts Historical Society for marketing the series and its components. We were able to do less community outreach than anticipated, for reasons detailed in "Least Successful," above. The mailing initially planned did not get done because of our staff capacity challenges, combined with the recognition once the January event was posted and registration was opened that we were going to have no trouble attracting a healthy audience. Over 400 people registered online for the January program, and over 200 attended despite its being one of the coldest nights of the season, in the single digits.

Anecdotes and Quotations

The following quotations are samples from visitor surveys (Question "C"):

Awesome! Freezing cold January night - and still, a full house. Great program/theme/speakers

I will make "forgotten" or misremembered history more of a focus. A question in my historical research - particularly regarding women + the commonfolk

Excellent panel! Great discussion + Q+A. Wonderfully moderated w/commentary

Really loved the tie to modern labor issues

Super panel of experts with deep experience + knowledge

I love the Boston angle to a national (international) issue

Loved the cross-section of panelists that encompass all aspects of this topic

Very interesting perspectives and insights that are relevant today. Excellent panel. Really made me think!

Relevant Links

The following are links to filmed versions of the three panel programs, available for online viewing by educators, students/scholars, and the general public on the WGBH Forum Network website (the third program is forthcoming on the Forum Network website, and meanwhile available on YouTube):

<https://forum-network.org/lectures/great-molasses-flood-misremembered-molasses/>

<https://forum-network.org/lectures/great-molasses-flood-revisited-labor-and-molasses-flood/>

<https://www.youtube.com/watch?v=RYuFd8jF14U>

Audience

Adults (general public)

College / University Students

Teachers / Educators / Scholars

Audience Engagement

These programs were marked by dynamic Q&A sessions, and many participants conversing with one another and with panelists after the programs. One audience member in the third session commented on an exit survey that they wished there had been more time for Q&A, indicating a high level of motivation to participate.

Raising Other Funds*

2 - not applicable

Without Grant*

2 - have happened on a smaller scale and/or had less impact

Comments on the Grant Application Process

Overall, I found the grant application process to be sensible and user friendly. I received prompt and personal responses to my inquiries along the way, and found the application materials clear and helpful for planning all aspects of the project.

Film Trailer

Publicity and Press*

OSMH_CAL_WS2019-F (2).pdf

Reports and Uploads

Factual Report Upload*

OSMH Factual Report 2019.doc

[Final Expenditures Report Upload*](#)

Molasses Flood Centennial Series - Project Grant Final Expenditures.pdf

[Photograph](#)

[Participant Surveys](#)

Molasses Flood Centennial Series - Surveys Summary FINAL.pdf

[Original Materials Created](#)

[Project Scholar's Evaluation](#)

[Scholar's Email Address*](#)



FollowUp Files

Applicant File Uploads

- OSMH_CAL_WS2019-F (2).pdf
- OSMH Factual Report 2019.doc
- Molasses Flood Centennial Series - Project Grant Final Expenditures.pdf
- Molasses Flood Centennial Series - Surveys Summary FINAL.pdf



CALENDAR

Winter/
Spring
2019

CARD TO CULTURE Old South Meeting House is proud to partner with the Mass Cultural Council and the Department of Transitional Assistance to offer discounted admission through the EBT **Card to Culture** program. Show your EBT or WIC card at the Admissions Desk to be admitted for only \$1 per person. As always, kids under five are admitted free! For more information, please visit www.mass.gov/ebt-card-to-culture.

FEBRUARY

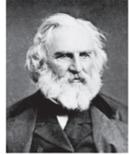
WEDNESDAY, FEBRUARY 13, 6:00 PM



Talking About Slavery at Historic Sites and Museums

Join a dynamic conversation, as representatives from Boston's Freedom Trail, Black Heritage Trail, and more share their experiences of discussing race and slavery with the public. Participating organizations will include Old South Meeting House, the Paul Revere House, the Museum of African American History, and the National Park Service. Graduate students in education and history from BU and Northeastern University will also contribute. The conversation will be moderated by **Martin Blatt**, director of Northeastern University's Public History Program. Take part in a dialogue about challenges, concerns and observations that emerge when public historians and museum educators talk with visitors about slavery and its legacies.

This program is made possible with funding from the Lowell Institute. FREE AND OPEN TO THE PUBLIC, registration requested at <http://osmhfebruary13-19.bpt.me>.



SCHOOL VACATION WEEK

MONDAY, FEBRUARY 18 THROUGH FRIDAY, FEBRUARY 22

Happy Birthday, Mr. Longfellow!

Brighten up your February by celebrating Henry Wadsworth Longfellow's birthday month with us! Perhaps most famous for his poem "Paul Revere's Ride," Longfellow also wrote a poem just for Old South Meeting House – one of six poems collected in a book published as a fundraiser to Save Old South in 1876. Explore an illustrated timeline of fun facts about Longfellow in Boston history, and design your own Longfellow-inspired birthday card. Tuesday through Friday you can collect a "Happy Birthday Mr. Longfellow" passport and stamp at the Meeting House, then visit the Paul Revere House to learn more and complete your passport!

Visit www.osmh.org/visit-us/events for details. **All activities are included with Museum Admission. FREE for Boston residents aged 18 and under and accompanying adult with identification.**

MARCH

WEDNESDAY, MARCH 20, 6:00 PM



SPEAK OUT! The 5th Annual Boston Massacre Anniversary Orations

Co-Sponsored by *The Bostonian Society*

Each year from 1772 to 1775, massive gatherings of men, women, and children were held at Old South Meeting House to commemorate the anniversary of the Boston Massacre, with rousing speeches by John Hancock, Benjamin Church, and Dr. Joseph Warren. Join us to hear excerpts of these speeches, performed by an inter-generational group in the same hall where the orations took place 240 years ago! This year's program will include excerpts from the "Crispus Attucks Memorials" delivered in 1858 by William Cooper Nell and Dr. John Sweatt Rock, which zeroed in on the institution of slavery in relation to the rhetoric of liberty. Audience members will have the option to read selected excerpts; prizes will be awarded to the most rousing orators in youth and adult categories!

(SNOW DATE: WEDNESDAY, MARCH 27, 6:00 PM)

This program is made possible with funding from the Lowell Institute. FREE AND OPEN TO THE PUBLIC, registration requested at <http://osmhmarch20-19.bpt.me>.

MUSIC AT THE MEETING HOUSE

SELECT FRIDAYS IN MARCH AND APRIL AT 1:00 PM

New England Conservatory presents an exciting concert series featuring performers from NEC's prestigious Artist Diploma and Graduate Ensemble Training programs. Concerts are **FREE AND OPEN TO THE PUBLIC**.

MARCH 22: **Verona Quartet**

MARCH 29: **Whitney Robinson, mezzo-soprano**

APRIL 5: **Merz Trio, piano, violin, cello**

APRIL 12: **Brannon Cho, cello**

APRIL

Mark your Calendars!
WEDNESDAY, APRIL 10, 6:00 PM

An Evening with Former Chief Justice of the Massachusetts Supreme Judicial Court Margaret Marshall, presented by Ford Hall Forum. **Margery Eagan**, co-host of WGBH's midday program Boston Public Radio, will serve as the evening's moderator. **FREE AND OPEN TO THE PUBLIC**; visit www.osmh.org/visit-us/events for details.

MONDAY, APRIL 15, 9:30 AM TO 5:00 PM



OneBoston Day

Old South Meeting House welcomes visitors for respite and reflection on the 6th anniversary of the 2013 Boston Marathon. From 11:00 am to 1:00 pm, enjoy the peaceful music of the locally renowned flute-guitar duo, Bruce Goody and Jonathan Moretz. **FREE ADMISSION FOR MASSACHUSETTS RESIDENTS.**



SCHOOL VACATION WEEK

MONDAY, APRIL 15 THROUGH FRIDAY, APRIL 19

From Nightgowns to Needlepoint - Explore Colonial Textile Arts!

View original samplers from the Meeting House's collection, then try your hand at pattern-making and needlework. Don a dress or pair of breeches from our collection of Colonial-era replicas, and take a selfie with George Washington or Anna Green Winslow!

Visit www.osmh.org/visit-us/events for details. **All activities are included with Museum Admission. FREE for Boston residents aged 18 and under and accompanying adult with identification.**

Old South Meeting House and **ACLU** the ACLU of Massachusetts present **Massachusetts**

The Constitution is For You: A Series of Conversations

Mark your calendars for these exciting programs and watch for details in the coming months! Local experts will consider the topics of the day, while providing historical perspective and strategies for civic engagement.

WEDNESDAY, APRIL 24, 6:30 PM

The First Amendment: From Hate Speech to Fake News - What is Protected by the Constitution?

Learn about the history of the First Amendment, and how freedom and regulation of speech have developed through the modern age. An overview of issues on the national scale will be followed by a Massachusetts-specific focus.

FRIDAY, MAY 10, 1:00 PM

Art and Social Commentary - Boston, Yesterday and Today

This program will consider the use of art as an agent for change historically, and explore the impacts of contemporary artists on politics and culture. **FREE WITH MUSEUM ADMISSION; Free for EBT and WIC cardholders through the EBT Card to Culture program.**

THURSDAY, MAY 23, 6:30 PM

Technology, Privacy and Surveillance: Who is Watching the Watchers?

Technology can be used by the government to take away civil liberties, but it can also be used in the service of civil liberties. Learn about policy and legal approaches to monitoring government use of surveillance, and how citizens can use technology to monitor government.

TUESDAY, JUNE 11, 6:30 PM

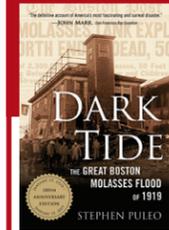
Democracy is Hard - Voting Shouldn't Be

This program will explore laws and policies implemented to limit voting throughout history, and dive into the current issues of voter fraud, voter disenfranchisement and district red-lining.

This series is made possible with funding from the Lowell Institute. All evening programs are FREE AND OPEN TO THE PUBLIC. Registration is requested for evening programs; for registration links, visit www.osmh.org/visit-us/events.

100 YEARS LATER: THE GREAT MOLASSES FLOOD REVISITED

A Series Co-Presented with the Massachusetts Historical Society



THURSDAY, FEBRUARY 28, 6:00 PM
(RECEPTION AT 5:30 PM)

The Great Molasses Flood Revisited: Labor and the Molasses Flood

A Panel Discussion with **Stephen Puleo, Robert Forrant, and moderator Karilyn Crockett**

This program is held at Old South Meeting House.



After the collapse of an industrial tank of molasses left a North End neighborhood devastated, a legal battle for reparations ensued, prompting questions about the role and responsibilities of businesses within a community. Using the Molasses Flood as an historical backdrop, this panel will explore questions around labor rights and safety, the function of government regulations, and the relationship between the public and big business interests; issues that still resonate today as modern Bostonians grapple with a changing corporate landscape and city-wide gentrification.

FREE AND OPEN TO THE PUBLIC, registration required through the Massachusetts Historical Society at www.masshist.org/calendar/event?event=2767 or (617) 646-0578.



This series is made possible with funding from the Lowell Institute. These programs are funded in part by Mass Humanities, which receives support from the Massachusetts Cultural Council and is an affiliate of the National Endowment for the Humanities. Any views, findings, conclusions or recommendations expressed in these programs do not necessarily represent those of the National Endowment for the Humanities.

THURSDAY, MARCH 14, 6:00 PM
(RECEPTION AT 5:30 PM)

The Great Molasses Flood Revisited: Immigrants in an Industrial Accident

A Panel Discussion with **Stephen Puleo, Jim Vrabel, Marilyn Johnson, and moderator Peter Drummey**

This program is held at the Massachusetts Historical Society.

Nearly 60 percent of Italian immigrants living in the North End in early part of the 20th century lacked legal citizenship, diminishing their political voice when the Purity Distilling Company erected a shoddily built molasses tank in their densely populated neighborhood. The tragedy that followed is a central event in Boston's urban and immigrant history, and still elicits questions as to the rights of non-citizen residents and the responsibilities of city governments to protect vulnerable communities. The final panel in our Molasses Flood Series will explore the social and political dimensions of immigration in Boston's past, present, and future.

FREE AND OPEN TO THE PUBLIC, registration required through the Massachusetts Historical Society at www.masshist.org/calendar/event?event=2768 or (617) 646-0578.

MAY

WEDNESDAY, MAY 15, 5:00-6:00 PM

Preservation Month Open House

Join Old South Meeting House staff and neighbors for light refreshments, a short lecture at 5:15 pm on the 1729 historic site's fascinating historic preservation story, and an opportunity to explore the museum at your leisure.

This program is made possible with funding from the Lowell Institute. FREE AND OPEN TO THE PUBLIC, registration requested at <http://osmhmay15-19.bpt.me>.

General Information

- All events take place at Old South Meeting House, unless otherwise noted, 310 Washington Street, at the corner of Washington and Milk Streets, Boston, MA 02108, (617) 482-6439
- Wheelchair Accessible.

- Assistive Listening Devices available for most programs.
- Accessible by T. Use State or Downtown Crossing Stops.
- Open daily.
April – October 9:30 – 5:00 PM
November – March 10:00 – 4:00 PM



"Like" us on Facebook: www.facebook.com/OSMHBoston



Follow us on Twitter: www.twitter.com/OSMHBoston



Instagram: oldsouthmeetinghouse

FACTUAL REPORT- OLD SOUTH MEETING HOUSE 2019

1. VOLUNTEERS

Total Number of Volunteers: 0

Total Number of Volunteer Hours: 0

2. ATTENDANCE AT EVENTS

Event/Session/Program Title	The Great Molasses Flood Revisited: Misremembered Molasses <i>A Panel Discussion with Stephen Puleo; Allison Lange, Wentworth Institute of Technology; Gavin Kleespies, MHS; and moderator Rev. Stephen T. Ayres</i>
When (day, date, year, start time and end time)	Thursday, January 31, 6:00-7:30 pm (Reception at 5:30 pm)
Where (name of venue, address, city, zip)	Old South Meeting House, 310 Washington Street, Boston, MA 02108
Event Status:	<input checked="" type="checkbox"/> public event <input type="checkbox"/> private event
Attendance Number	205

Event/Session/Program Title	The Great Molasses Flood Revisited: Labor and the Molasses Flood <i>A Panel Discussion with Stephen Puleo, Robert Farrant, Carlos Aramayo, and moderator Karilyn Crockett</i>
When (day, date, year, start time and end time)	Thursday, February 28, 6:00-7:30 pm (Reception at 5:30 pm)
Where (name of venue, address, city, zip)	Old South Meeting House, 310 Washington Street, Boston, MA 02108
Event Status:	<input checked="" type="checkbox"/> public event <input type="checkbox"/> private event
Attendance Number	115

Event/Session/Program Title	The Great Molasses Flood Revisited: Immigrants in an Industrial Accident <i>A Panel Discussion with Stephen Puleo; Marilyn Johnson, Boston College; Jim Vrabel; and moderator Peter Drummey</i>
When (day, date, year, start time and end time)	Thursday, March 14, 6:00-7:30 pm (Reception at 5:30 pm)
Where (name of venue, address, city, zip)	Massachusetts Historical Society, 1154 Boylston Street, Boston, MA 02215
Event Status:	<input checked="" type="checkbox"/> public event <input type="checkbox"/> private event

Attendance Number	87
--------------------------	----

PROJECT GRANT FINAL EXPENDITURES FORM

If you have made changes from your original budget request form (*MH FUNDS column only*), you *must* complete the final expenditures explanation (next page). Changes include eliminated line items, newly added line items and any changes of \$500 or greater. *All* changes must comply with MH guidelines and policies. Please round figures off to the nearest dollar.

	MH FUNDS EXPENDED OR OBLIGATED [1]	COST-SHARE EXPENDED OR OBLIGATED Cash [2]	COST-SHARE In-kind EXPENDED OR OBLIGATED [3]	LINE TOTAL EXPENDED OR OBLIGATED [4]
A. Project Director		\$780		\$780
B. Staff at Sponsoring Organization (including Fiscal Sponsor/Agent)		\$600		\$600
C. Project (Humanities) Scholar(s)	\$450			\$450
D. Speakers, Panelists, Moderators, Other scholars	\$2200	\$1500		\$3700
E. Researchers, Consultants, Writers, Technicians		\$360		\$360
F. Other Personnel, Volunteers		\$546		\$546
G. Travel, Meals, Lodging				
H. Promotion, Publicity Costs	\$100	\$8		\$108
I. Supplies: Printing, Postage, etc.				
J. Equipment Rental, Materials				
K. Rental of Space, Custodial Service				
L. Evaluation Costs		\$228		\$228
M. Other (please explain) - Refreshments	\$250	\$557		\$807
TOTAL DIRECT COSTS (add lines A through M)	\$3000	\$4579		\$7579
N. Indirect Costs (MH column [1] = federally negotiated rate or 10% of Total Direct Costs in that column)				
TOTALS	\$3000	\$4579		\$7579

By submitting this form, we certify that the foregoing information is true and correct, and that all expenditures were incurred solely for the purposes of the grant, during the grant period, and in accordance with the agreed conditions of the award.

PROJECT GRANT

FINAL EXPENDITURES CHANGE EXPLANATION

Please show all changes from your original application's budget request form (*MH FUNDS column only*). Changes include eliminated line items, newly added line items and any changes of \$500 or greater.

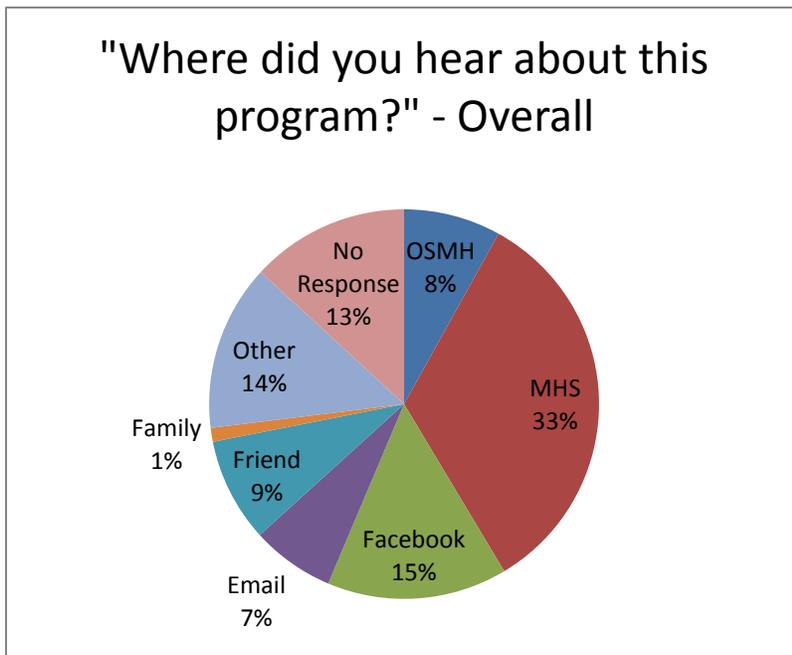
		ORIGINAL MH FUNDS BUDGETED	CHANGED MH FUNDS TOTAL	EXPLANATION
--	EXAMPLE	\$600 (\$300 honoraria for two speakers: Susan Ross, Jake Jarmel)	\$0 (honoraria for two speakers: Susan Ross, Jake Jarmel)	Both speakers chose to contribute their time as volunteers to allow funds to be added to Line H (Publicity) below.
A	Project Director			
B	Staff at Sponsoring Organization (including Fiscal Agent/Sponsor)			
C	Project (Humanities) Scholar(s)			
D	Speakers, Panelists, Moderators, Other scholars	\$1600	\$2200	Paid for 2 moderators at \$200 each and 1 moderator at \$300, and 6 panelists at \$250 each. Had one more panelist than anticipated, and MHS affiliated moderator and panelist did not donate time as anticipated.
E	Researchers, Consultants, Writers, Technicians			
F	Other Personnel, Volunteers			
G	Travel, Meals, Lodging			
H	Promotion, Publicity Costs			
I	Supplies: Printing, Postage, etc.	\$500	\$0	Did not do postcard mailing as originally projected
J	Equipment Rental, Materials			
K	Rental of Space, Custodial Service			
L	Evaluation Costs			
M.	Other (please explain)			
	TOTAL DIRECT COSTS (add lines A through M)	\$2100	\$2200	
N.	Indirect Costs (note if using 10% or federally negotiated rate)			
	TOTALS	\$2100	\$2200	

100 Years Later: The Great Molasses Flood Revisited

Summary of Audience Surveys

Survey data collected at the three “100 Years Later: Great Molasses Flood Revisited” panels held on 1/31, 2/28, and 3/14 respectively demonstrate high audience satisfaction uniformly across all three events. Out of the hundreds of attendees to the three panels, 43% answered the survey questionnaire, providing a strong representative sample of all attendees. At least 75% of all respondents enjoyed the experience overall (87%), learned something new (85%), reported they intended to learn more about one of the topics discussed (77%), expressed a desire to participate in similar programs (76%), and generally found the program to meet their expectations (75%).

Graph A: Where did you hear about this program? – Overall

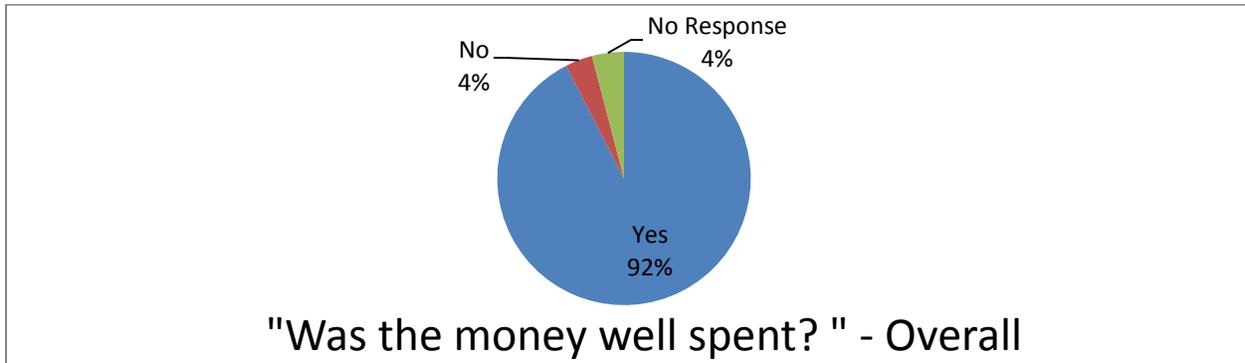


Of 144 respondents, a plurality of 33% heard about the program attended from Massachusetts Historical Society. The actual number may be greater, due to the ambiguity of the “email” responses, which could indicate that respondents saw an MHS/OSMH email, or an email

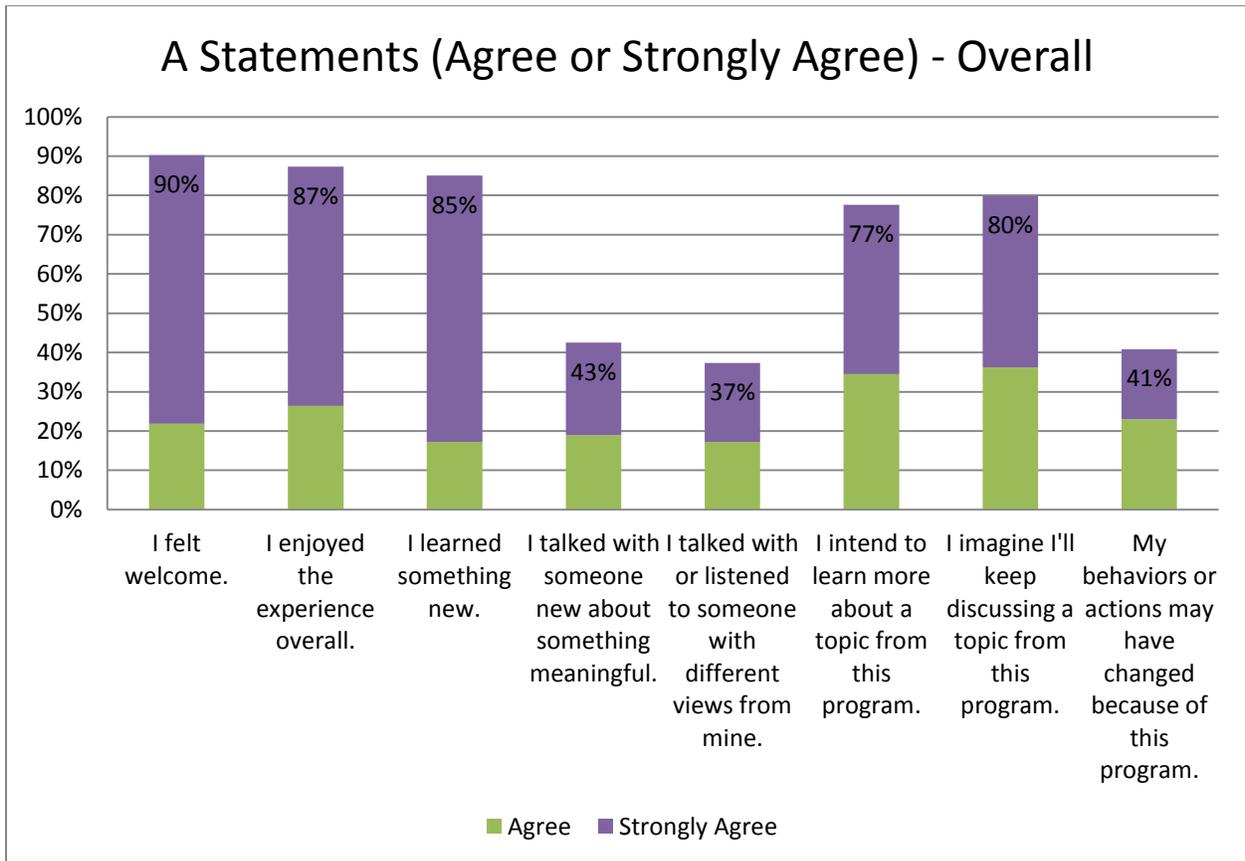
from some other site/calendar. “Other” responses range from a community calendar to google searches. 26 respondents, or 15%, heard of the panel through Facebook events.

Graph B: Was the money well spent? – Overall

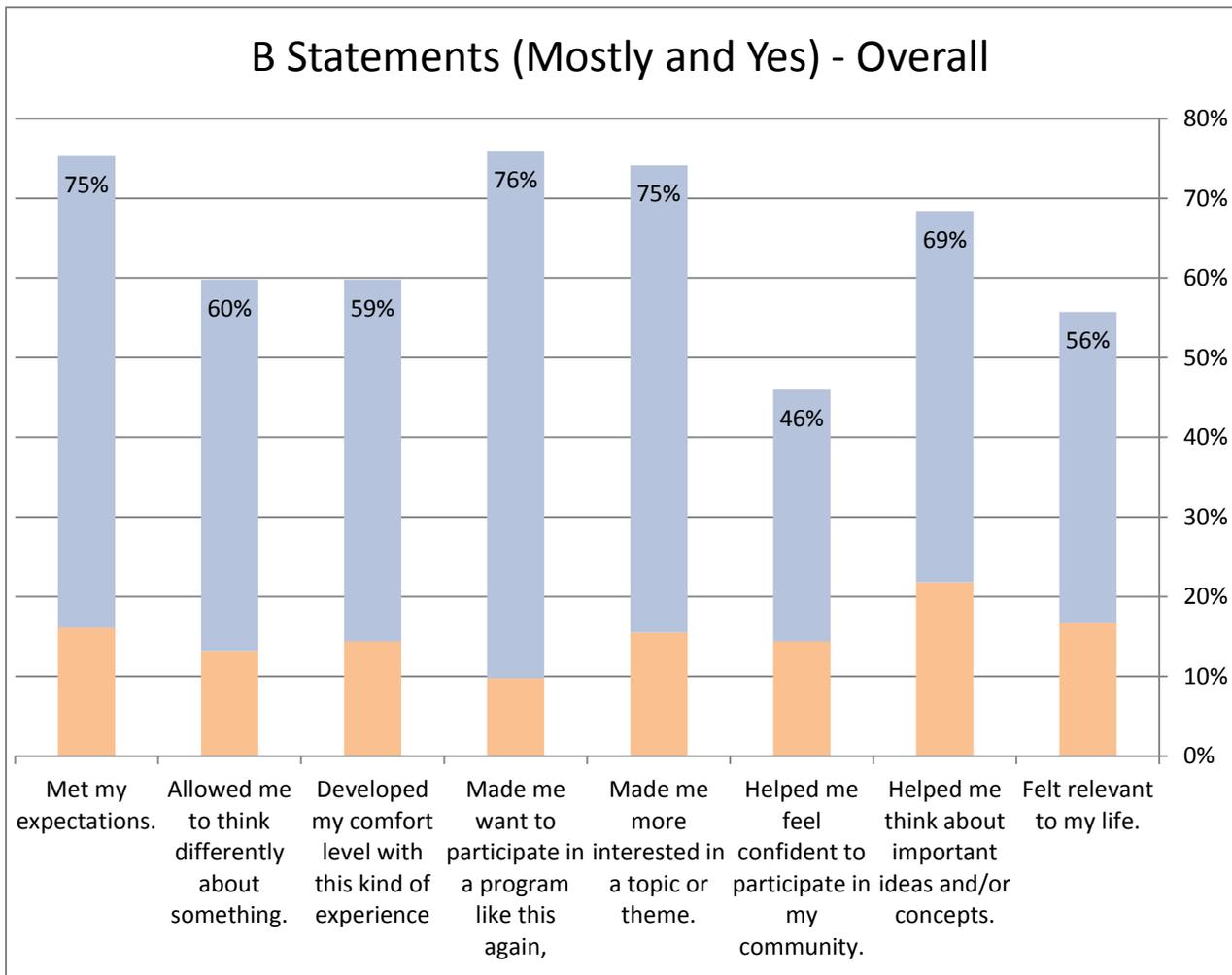
All but six of the respondents (92%) indicated that they thought the tax dollars applied to hosting these panels was well spent. Of those who dissented, at least one respondent enjoyed the program but had philosophical issues with taxpayer support of programs such as the Molasses Flood panel.



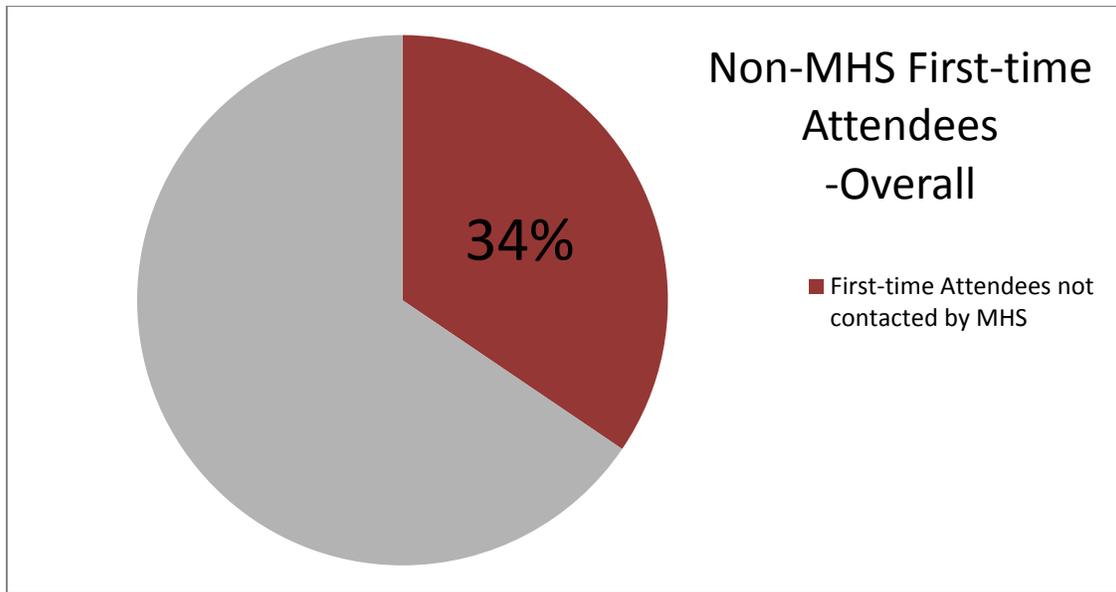
Graph C.1 and C.2: A and B Statements - Overall



C.1 and C.2 are based on the respondents’ answers to the two sets of statements provided on the survey form. Both graphs combine those who responded either Agree/Mostly or Strongly Agree/Yes for A statements and B statements. The graphs demonstrate that 12 of 16 questions had overall positive responses. (Lower positive response rates for the other four questions were not surprising, given the format of panel discussions with large audience numbers; e.g. “I talked with someone new about something meaningful” receiving a 43% positive response.) Additionally, these graphs suggest that respondents are interested in additional similar programming and found the content inspired a desire to learn more – positive indicators for generating engagement in future programming.



Graph D: Non-MHS First-time Attendees at OSMH Public Programs - Overall



Graph D shows that of all attendees, 34% had not previously attended an OSMH public program, were not members of MHS, and did not learn about the event from MHS. Therefore, 34% of attendees were new to OSMH programming, and not directed to OSMH by the Massachusetts Historical Society – suggesting that the audience was drawn from a broader cross-section of the community than a predictable, “history buff” and scholarly crowd. Additionally, out of all attendees, 43% or 77 people overall were first-time attendees at OSMH public programs – indicating that programs such as these can successfully attract new audiences to our venue.

Graph E: Attendance/Survey Response - Overall

Graph E is a breakdown of the audience numbers compared to those who responded to the survey questionnaire. Response sizes for all panel programs were significant, and represent a sizeable plurality of all attendees. Overall, 43% of those who attended answered a survey questionnaire.

