

The East Texas Oil Museum has been in operation since October, 3 1980. This opening date was the 50th Anniversary of the successful test production run of Daisy Bradford #3, which resulted in a gusher and became the first well to produce oil in the East Texas Oil Field.

The 40th Anniversary of our museum is approaching in 2020, and we have just undergone the first major renovation since opening. With the help of the City of Kilgore, we have updated our paint, flooring, and several of the existing exhibits within the museum.

After the completion of Phase I of the planned renovation, two areas not scheduled for renovation still need improvement: the lack of a child's area within the museum; and the lack of an educational program for students and teachers prior to coming to the museum for field trips. Both areas will help the museum educate and excite the next generation about the petroleum industry. We would like to have both of these areas as part of the museum experience by the 40th Anniversary in 2020.

The space between our lobby and before the Rotund Theater (where an introductory video to the museum is shown) has been identified as a prime location to offer a children's educational interactive space. It is approximately 35' by 9', a total of 315 square feet. Being a long narrow space, we would like to divide into three sections, each including tactical and hands-on exhibits. Each exhibit would revolve around a "Now & Then" theme.

The first section would be a "pretend" section, where children could be a Telephone Operator of the 1930s. Each person would sit at a desk or station that resembles the phone bank that an operator would use. They could then put on the headset, and select a call to "connect" and listen as the caller talks about East Texas in the 1930s. These calls would be a re-envisioning of a current exhibit called "The Voices of East Texas", which provides first-hand oral history from the first generation living through and just after the Oil Boom in East Texas. There are a total of 65 recordings lasting about 2-3 minutes per recording. We would select no more than 10 of these recordings to go into the children's area. However, we could also rotate these recordings to keep the exhibit evergreen. Decorating the wall above would be an image of a 1930s telephone operator. This is a great visualization to help children understand what the station is referencing.

The second area would be an obelisk, pillar or column that would have many sliding windows, doors, and panels to open. The outside would be an image of a "Now" item and the inside would be the "Then" item. Since the area is for children and not all can yet read, we feel that the visual of images would be a fun activity for all youth. A couple examples of items would be a cell phone versus a candlestick telephone or a modern gas pump versus a visible gas pump. We would like to use items that we have within

the museum and then ask the children to find the “Then” items on the tour as an additional layer of fun for the children throughout the museum.

The third activity would be the lifecycle of an oil well. As much as we are a museum about communities and people in East Texas in the 1930s, we also speak a lot about how oil was produced in the 1930s and forward. We would like to explain the lifecycle of a well early in the tour for not only the children but also the adult visitors. We want to accomplish this through a wall mural/diagram that shows the stages of an oil well. We again would use images to convey the steps, so that younger visitors and foreign visitors can see the images and understand the steps while a tour guide can explain in more detail. In addition, we would like to have a station or desk where our younger visitors can touch model derricks and pump jacks as well as build a smaller scale derrick. This model would be foam, so that the pieces could easily connect as well as be disassembled. In this area, the “Then” would be the wall diagram and the “Now” would be the current-style derricks being assembled at the station.

The last area that we would like to have the Now and Then theme placed upon is the floor. We often receive questions about where historical events or places are in relation to where we are standing. Since the area is very long and narrow, the East Texas Oil Field map would be a perfect fit. The oil field measures 45 miles North to South and between 5 and 12 miles wide. The “Then Map” would be laid on the floor with the historical locations including Tent City, Rent-A-Cot Tents, Temporary trot-line church-yard Jail, and we would have a few key locations tagged from “Now” so that the guests could have a reference. Now items would include the Museum location, the World’s Richest Acre (located in Downtown Kilgore) and a couple other reference points.

In speaking with Museum Arts, a Dallas design firm that has assisted with our museum from the start, the expected costs for this exhibit are \$95-\$130K. This would be broken down as follows.

Telephone Operator – As Described \$20-30K

Interactive Column – As Described \$20-30K

Life Cycle of Well – As Described \$35-45K

Now and Then Floor Map – As Described \$20-25K

We feel that this children’s area will allow us to expand our visitor enjoyment and interaction by ensuring that all our guests have exhibits that they will enjoy no matter how young. The Now and Then theme is something that we already use in our guided museum tours. The children’s space theme would easily weave into the existing fabric of the museum. Our mission is telling the story and preserving the history. This proposed exhibit will allow us to continue this mission today and into the future. The museum would recognize the donation through a plaque in the area stating that the

area is provided through a grant from American Association of Professional Landmen Educational Foundation.

The second part of the proposal is to develop an educational curriculum for the museum to provide to the schools. The Texas Education Association requires publicly funded school systems to provide instruction that meets the Texas Essential Knowledge and Skills (TEKS) standards at each grade level. We would like to use these standards as a guide in developing the program. We would develop the lesson plans for teachers to follow, provide the workbooks and activities for the students, and go to the schools to present to the grade level and create excitement. The teachers would then follow the course work preparing the students for the visit to the museum.

We would develop a 1st or 2nd grade science program that could teach about the fundamentals of the geological formations and experiments related to that subject. In addition, a 4th grade history curriculum that focuses on Texas History. The last segment to be developed would be for high school aged students focusing on science and the opportunities for careers in the petroleum industry.

With the pre-work done at the school, when students arrive at the museum, they will be more knowledgeable about the exhibits and be able to correlate the information to the lessons they have learned. There will be special activities that these classes participating in the pre-work modules would be able to do while at the museum. A post-visit wrap-up module for teachers would conclude the coursework.

We want to be the first choice for field trips. The petroleum industry is extremely important to the economy of East Texas and we want to help share our history and science with our schools. By implementing this combination of educational coursework (TEKS) and field trips, the amount of school-aged children coming to the museum will increase since the museum is assisting the districts in meeting their educational requirements. From January through July of 2019, we had more than 3000 students visit the museum. The ages that visited were from Pre-K through college.

The expected costs to develop this program for each grade level will be approximately \$25K, for a total of \$75K. This includes professional development of the curriculum (lesson plans), experiments (and supplies), workbooks, activities, travel expenses to the schools, and museum on-site tour coordinated activities. The AAPL Educational Foundation would be recognized in the curriculum development courses on the cover of the workbook as well as during the presentations given to the students.

We ask that the American Association of Professional Landmen Educational Foundation support continued upgrades and the curriculum outreach program at the East Texas Oil Museum so that it can continue to educate future generations of the history, economic, and cultural impacts of the East Texas Oil Field