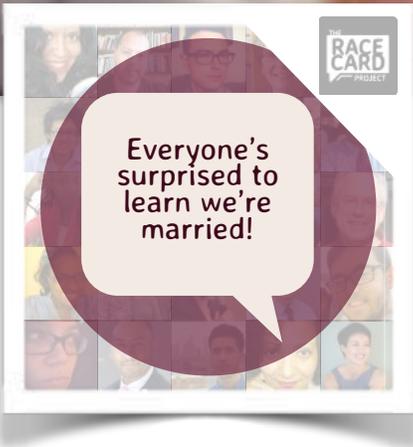




BRIDGEBOX

Use the power of the Race Card Project to talk about race, culture and identity



The Peabody Award-winning project, founded by former NPR Journalist Michele Norris, undercuts the political and pejorative meaning of the term “race card” by asking people to use six words to summarize their thoughts and experiences about race and then share them via postcards, emails or tweets.



The Bridge is the Aspen Institute’s new program on race, cultural identity and inclusion. The hard truths and earned trust in the Race Card Project’s vast archive of personal narratives serve as the cornerstone for a range of programs that examine America’s complex cultural landscape.

WHAT IS BRIDGEBOX?

BRIDGEBOX is a collection of narratives — customized for your organization — pulled directly from the vast archive of voices at the Race Card Project. Each deck of cards contains 52 carefully selected six-word narratives with a picture and a personal story. These personal narratives on race, identity, culture and relationships reveal snapshots of what life is like for all Americans.

Our stories are honest, heartfelt, funny and brave. Some boil with anger. Others shine with hope. Some will make you laugh. Some will make you cringe. All of them will make you think about the lived experience of others.

BRIDGEBOX is a tool that can be easily embedded within organizations or public/private convenings to facilitate dialogue. BRIDGEBOX can help you recognize and navigate the shifting landscapes around identity and better understand various points view.

One of the key benefits of using this model is to stoke dialogue to help organizations excavate and better understand issues and perspectives that loom large, even though they are often unarticulated.

HOW TO CREATE A LONG-LASTING EXPERIENCE

We have learned through many years of experience at the Race Card Project that the most effective tool is modeling. Reading, discussing and showing the experiences of others opens the door for intrinsic discovery. We are often shocked at how quickly this exercise can reveal hidden conversations that confine us.

Your BRIDGEBOX experience can be the key to creating a deeper and more meaningful commitment to authentically focus on race, diversity, inclusion and cultural identity.

***“I always think,
don't be threatening.”***

As a 6'3", young black man, at all times I am painfully aware of my presence in a room. The constant strain of worrying about being perceived as threatening is exhausting. I'm incredibly friendly, and the dissonance that comes from people assuming otherwise hurts.



NOW WHAT?

To ensure that your commitment to race, culture and identity lasts beyond your BRIDGEBOX session, we create a user-friendly web portal to showcase the growing tapestry of stories and narratives from members of your organization. This custom site enables your organization to continue to capture your stakeholder voices and to reflect on those views and perspectives.

BRIDGEBOX will help your organization excavate important information and build trust among your team. This growing archive of narratives on identity is a powerful tool. It will allow your organization to:



ENGAGE

Create a safe, common space where staff and community members can connect and engage in productive conversations.



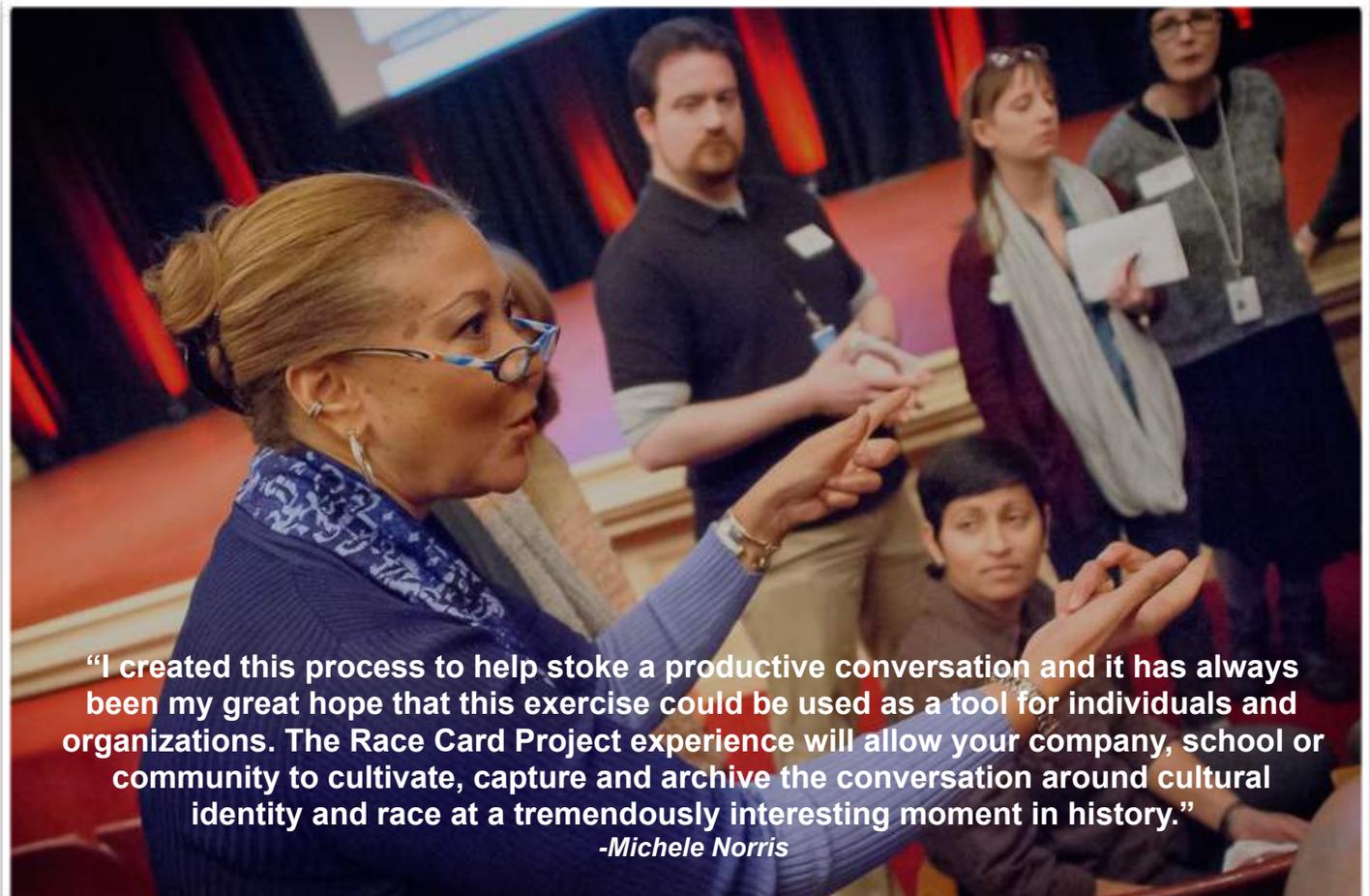
EXAMINE

Make important decisions about workplace environment, inclusion and hiring practices; and, discover how race, culture and identity impact your community in ways that aren't always easy to see.



EXPAND

Create unique connections, content for newsletters and communications that are relevant and meaningful to everyone in your organization.



“I created this process to help stoke a productive conversation and it has always been my great hope that this exercise could be used as a tool for individuals and organizations. The Race Card Project experience will allow your company, school or community to cultivate, capture and archive the conversation around cultural identity and race at a tremendously interesting moment in history.”

-Michele Norris

TESTIMONIALS

“As a result of our work with the Race Card Project, I have seen my colleagues be more open to talking about race and thinking about issues from others' perspectives. It has helped us improve the work we do in communities and with law enforcement. Across our grant-making components, I now see them thinking differently about the approaches we take to our work with law enforcement and communities, especially with youth. I see a new commitment to adding language to most of our grant solicitations that stresses the need to improve communication and trust within organizations that we fund and in the communities they serve.” -Karol V. Mason, Assistant Attorney General



“It’s been a life altering experience – not only for me, but for many of the students, faculty and staff members at the University. Oregon is not a particularly demographically diverse place and yet we have had submissions come from outspoken student athletes and timid freshmen, from vice presidents, deans and custodial workers. Just reading the six word stories is wonderful and hearing the stories behind them is even more powerful.”

*-Rita Radostitz,
University of Oregon*

GET STARTED TODAY

Find out more about creating the best BRIDGEBOX experience for you.
Contact us about customization and pricing.

Melissa Bear, Associate Director – The Race Card Project & The Bridge – melissa.bear@aspeninstitute.org

ABOUT THE BRIDGE:

The Bridge is the Aspen Institute’s new program on race, cultural identity and inclusion. It is powered by the Peabody Award-winning Race Card Project founded by former NPR Journalist Michele Norris. The goal is to engage Americans to talk across difference by tapping into the issues, threads and colliding perspectives that surface in real-life stories. We seek to inspire curiosity, stoke understanding and activate listening — fully knowing that people might never land on the same page. By examining the hidden and deeply entrenched narratives that define or confine communities, the Bridge will explore how race and cultural identity can influence individuals and institutions.

ABOUT THE RACE CARD PROJECT

In 2010, journalist Michele Norris began inviting people to distill their thoughts on the word race to six words. Printing 200 postcards and issuing a call to action, Norris and her team were unsure of what – if anything – would result. What took root was a groundswell. With just a small footprint, it was clear Norris has created a vehicle for expression and voice it seemed many were longing for. Today, more than 50,000 submissions from all 50 states and 62 countries have been archived. It starts with just six words, but most “authors” trust the project enough to sign their names, provide backstories explaining the impetus for their words and even send photos and artifacts. These stories can’t be found anywhere else because many are giving voice to these sentiments for the first time at the Race Card Project.



theracecardproject.com
aspeninstitute.org/programs/the-bridge/

