

Eyes Wide Open/Cost of War State Exhibits



The First Year 6/07-6/08

The Expansion of Eyes Wide Open

In the twelve months that followed the final showing of the full Eyes Wide Open exhibit, AFSC staff pursued a 50 state strategy to expand the exhibit and the message of the human cost of war. The results have been remarkable.

After the final installation of Eyes Wide Open in Chicago (May 2007), the exhibit was split up and sent out across the country to create new state-based exhibits. Working with our volunteers we distributed over 6 tons of boots in 283 containers to 29 locations around the country. We felt strongly that our experiences with pilot state exhibits in 16 states demonstrated that the smaller exhibits still had the power to move people with their message about the human cost of war, and to attract volunteers and media in large numbers. While some worried that the state exhibits would dilute the power of the full exhibit, we felt that this was our opportunity to expand the influence of our message across the country, and to go to communities where AFSC doesn't have staff.

Now a year later, we can say unequivocally that our strategy has been a success. **We have met attendance and media numbers that the full exhibit used to generate and in addition, we have built a cohesive network of staff and volunteers around the country and spent less money overall.** We've not only expanded our reach geographically — but with the addition of 17 Cost of War exhibits, we've also contributed to the national conversation on the economic cost of the war. This follows the same model as our work to expose the cost of war to Iraqis with our Dreams and Nightmares exhibit and the new Veteran Suicide Epidemic exhibit.

EWO/CoW by the numbers:

- Number of EWO state exhibits: **48**
- Number of CoW exhibits: **17**
- Number of exhibits coordinated by AFSC staff: **27**
- Number of exhibits coordinated by Quaker volunteers: **13**
- Number of exhibits coordinated by non-Quaker volunteers: **7**
- Number of states that have EWO or CoW exhibits: **44** plus the District of Columbia and Puerto Rico (there are 2 CA state exhibits and 2 New England state exhibits)
- Cost of War billboards: **7**
- Estimated attendance: over **220,000**
- Estimated number of events: over **400**
- Number of print articles: over **70**
- Estimated media audience for print articles: **6,319,839**
- Estimated media audience for TV stories: **1,200,000**

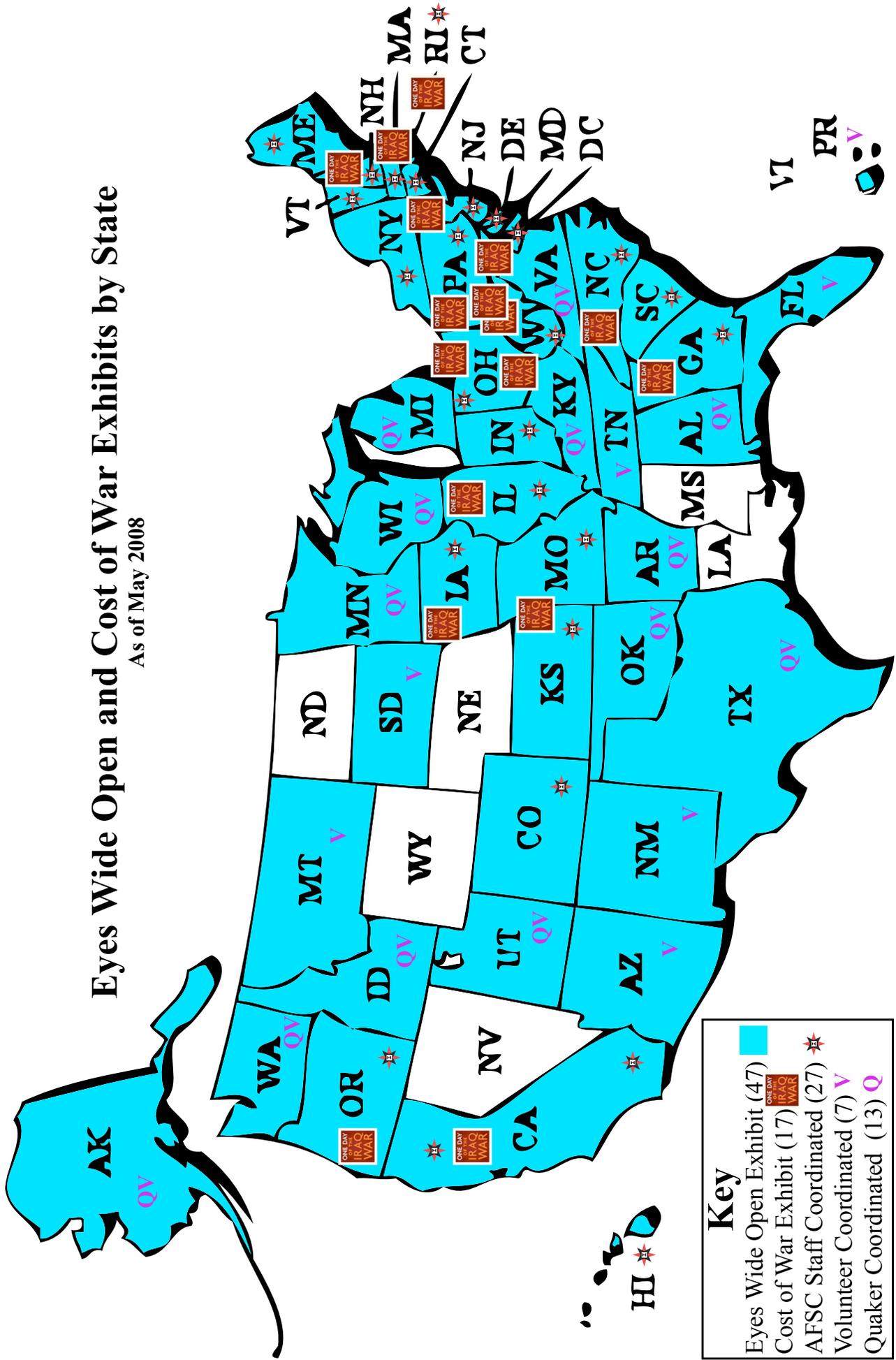
*please see reverse for full map of exhibits



The Veteran Suicide Epidemic exhibit was recently debuted in Chicago as part of EWO Illinois. The exhibit will soon be replicated across the country as part of other EWO exhibits.

Eyes Wide Open and Cost of War Exhibits by State

As of May 2008



Key

- Eyes Wide Open Exhibit (47)
- ONE DAY
IRAQ
WAR Cost of War Exhibit (17)
- ★ AFSC Staff Coordinated (27)
- ▼ Volunteer Coordinated (7)
- Quaker Coordinated (13)