



## *Module 5: Telling the Full Story*

There is more to Route 66 than nostalgia. Open eyes will find a diverse and multifaceted community with stories that should be told.

### **Questions to research**

1. Who built the environment on your stretch of Route 66? Consider the people who lived and worked there in the past... Are there Armenian restaurants? Tribal communities? Black merchants? Businesses owned by women?

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2. What is represented currently? Have some communities started to adaptively reuse Route 66 resources?

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3. Is diversity represented in your marketing materials, in the public lore, and with historical markers?

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4. Who can you talk to who hasn't had the chance to tell their story yet? Are there communities who should be more involved with preserving Route 66 who haven't been invited to do that yet?

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### **Misc. Notes**



# *Module 5: Telling the Full Story*

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***Who built this? Is there an untold story here?***



# *Module 5: Telling the Full Story*

Pg. \_\_\_\_

***Who is here now? Is there a new diversity here?***

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# *Module 5: Telling the Full Story*

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**Who are we addressing or not addressing in our marketing?**



# *Module 5: Telling the Full Story*

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**What untold stories are around me?**

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