

Planning for *Jane Goodall's Wild Chimpanzees*

Jane Goodall Educator's Institute July 2001 Action Plan Template

Programme Title(s):

A Glimpse of Chimps – special event
Standing for Goodall – Learning Travel package

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Programme Audience:

Adults with an interest in nature, human knowledge, science
University students
Working professionals
women
retirees

Programme Overview:

In May 2002, the world premiere of the IMAX film, *Jane Goodall's Wild Chimpanzees* will be held in Canada at Science North in Sudbury and the Ontario Science Centre in Toronto. The Canadian Museum of Civilization will have the rights to show the film as of the following October.

The film provides the opportunity to deliver programmes that will reach a variety of audiences, from youth to families and adults. This action plan focuses on adults as this is a client group we are interested in cultivating. Suggestions for the other client groups will be mentioned below.

Assuming that the Museum books the film for October 2002, two programming packages are featured that will stimulate conversation/debate and provide insights into the work of Jane Goodall and its influence and impact on human knowledge.

1. Special event for the opening of the film
An 'open house' type programme that inspires adults to return for more

programming held throughout the run of the film

1. Learning Travel package

A half-day programme done in collaboration with the Museum of Nature

Programme Goals:

- To celebrate the opening of the IMAX film and provide adults with the opportunity to gain new insights about Jane Goodall's work with chimpanzees and its impact on human knowledge.
- To inspire people to more from learn from nature and be compassionate about other living beings.

Components:

1. A Thursday evening event held within the second week of the film's opening \$15-20 (includes film)

Refreshments – Salon, 5:30 –7:00 pm

Tanzanian fare hosted by the Tanzanian High Commission

Film – Imax theatre, 7:00, 9:00 pm screenings (Eng, Fr)

Photo exhibit – mezzanine of IMAX theatre, ongoing throughout run of the film

Look into mounting a modest photo exhibit that highlights the chimps, Gombe and Jane's interactions with the chimps.

Travelling photo exhibit – Brutal Kinship – photography and Notes by Michael Nicols with commentary by Jane Goodall. Cost \$5k U.S.

Meet the experts – Theatre, 8:00-8:45 pm

Moderated by a local CBC radio announcer, three to four specialists are invited to speak with the public on the themes and issues of Jane Goodall's work and its impact on our lives

- Chimps – some basic characteristics and habitats
- Jane Goodall's discoveries and how they changed theories of human uniqueness
- Research methods in the wild – past, present and future
- Beyond Gombe – social and conservation issues

Insights – drop-in activity area, throughout the evening

Demonstrations and hands-on exploration that support the main themes:

- Research methods - demonstrations
 - excerpts of Jane Goodall's research notes and what they tell us

- Noldus software
- Tool use – showcases some of the tools used by chimps in Gombe
 - Leaf sponges
 - Termite fishing stick
 - Nut cracking

“What it Means to Have Opposable Thumbs” activity

- The evolution of human tools from flints to power tools – display and handling of Museum’s collections

Resource area – Internet ‘lounge & library’, (stays for run of film)

- Reading list, book club suggestions, observation techniques, lay university courses, Roots & Shoots, Jane Goodall speaker tour schedule, web sites, related reading lists for kids, youth...

1. Learning Travel Package

Half-day package, 2-5 pm

October 02 – May 03

Potential to partner with Museum of Nature.

CMC hosts the film, photo exhibit, interactives and Tanzanian Tea.

Museum of Nature could provide the ‘meet the experts’ components, observation activities

Fee: \$100 per person

25 people per booking for maximum of 10 bookings

Challenges:

marketability – how to assess if a viable package?

lead planning time – minimum one year in order to explore possibilities with Museum of Nature and build this into Workplanning.

Planning and development resources –

Issue: when will we know if we are acquiring the film?

Implementation Procedure:

August 2001

- Presentation of ideas to Division

September – November 2001

- Determine if CMC is signing on for film
- Discuss overall marketing strategy for film and programming
- Research possible partners and sponsors for programming
- Identify possible ‘storytellers’ for the ‘meet the experts’ sessions
- Research Insights activity station concept and draft design (ref: Science North traveling exhibit)
- Determine feasibility of initial ideas

- Revise proposal/ action plan and budget
- Approval
- Book photography exhibit
- Develop partner, sponsor briefs

January – March 2002

- Contact resources
- British High Commission or the embassy of Tanzania for refreshments, East African music
- Gather cost estimates for producing the Insights activity stations
- Production of interactive areas, décor/ design concept

May 2002

- Begin marketing for Learning Travel
- Cross promo with Cnd premiere

Dates and Times:

1. Thursday evening, October 17, 2002
5:30 – 10:00 pm

2. Learning Travel
afternoons, 2-5 pm (after school crowd leaves)
October – May

Materials:

- Evening invitation/ itinerary
- Promotional materials
- Simultaneous translation for Meet the experts
- Display cases
- Activity stations
- Photos
- Catering supplies

Location(s):

- IMAX theatre
- Mezzanine
- Salon Marius Barbeau
- Theatre

Internal Contacts:

- Team, Division
- Public Affairs
- Research specialists in archeology, cultural studies
- Carpentry, preparators
- Production Coordinator

- Technician(s)
- Client Services (hosting, security, box office)
- IMAX
- Catering service

External Contacts:

- Local universities (Ottawa U, Carleton)
- Cnd Museum of Nature
- Cnd Museum of Science and Technology
- CIDA
- National Research Council (NCR)
- Embassy of Tanzania, British High Commission
- Science North
- Learning Travel/Elderhostel tourism, Cnd Tourism Association
- Ontario Science Centre
- JGI, Roots and Shoots, Montreal
- JG website
- JGI for Primate Research
- Chimp sanctuary outside of Montreal

Possible Financial Support:

- Programmes
- Canadian Geographic
- Chapters
- Travel/tour companies

In-kind Support:

- Embassies,

Venue Dates for *Jane Goodall's Wild Chimpanzees*:

October 2002

Timeline for Planning and Implementation:

- August 2001 to October 2002

Evaluation Method:

- Formative – focus group
- Summative – client comment cards, observations

Related Programmes:

- Weekend events – family audience, an adaptation of evening formula
- Overnight Adventures – sleepovers for youth, film and related activities
- School Programmes – film and teacher guide packaged
- Theme Parties – film and related activities
- Member previews
- Educator events/previews

- Day trip to zoos
- Travel contest