

D.Klich

July 25, 2001

Planning for *Jane Goodall's Wild Chimpanzees*
Jane Goodall Educators Institute
July 2001
Proposed Action Plan (draft)

Program Title(s): Goodall Festival (request Goodall name use from JGI)

Developed By: Debra Klich

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Program Audience(s): General Museum Visitors

Program Overview(s): A museum-wide festival of activities. The major focus will be given to one weekend of activities. The lecture series and discovery center will span six weeks.

Program Goals:

1. Educate visitors on:
 - a. Hominid evolution/ Natural history of chimps
 - b. What a primate is/ Where we as humans fit in—similarities to chimps
 - c. Jane Goodall's research/ how animal behavior research is being done now
 - d. Reason for hope message/conservation
1. Inspire visitors with a compassion for all living things
2. Encourage visitors to take action in their own communities in the areas of community enrichment and care of their environment

Program Components:

1. IMAX film
 - a. Brochures in lobby
 - b. Behind the scenes tour of IMAX projection
 - c. Slides at beginning tell how about Roots and Shoots and Local conservation initiatives
“Warning: what you are about to see will likely inspire you to make a difference.
If you would like more information on how you can get involved with improving your world...”
2. Discovery Center “Chimp Challenge” and/or Traveling Exhibit (see external contacts)

D.Klich

July 25, 2001

- a. Can you lift the same amount that a one week old chimp, adult female, alpha male....can?
 - b. Build a nest in low tree branch
 - c. Climbing wall
 - d. Monkey Marathon Race...walk like different primates
 - e. Make chimp face masks displaying different expressions
 - f. Memory game with chimp expressions (perhaps same tests that Lisa Parr uses...computer with joystick)
 - g. Using chimp tools with and without use of opposable thumb (two rocks to crack nut, termite fishing stick, leaf sponge to dry body off, twigs to clean teeth)
 - h. Culture activity (chopstick vs. fork, etc)
 - i. Use demo version of "The Observer Software" (Elizabeth) to watch a video clip and score behaviors then run stats
 - j. Make your own tool to solve a particular problem
 - k. Nat'l Zoos Think Tank activity where people pretend that they are in a chimp group and try to make day-to-day decisions
 - l. Try to shoot a basket with one eye covered (to illustrate importance of stereoscopic vision in primates)
 - m. Photo-booth with background of primates sitting on a log and you get to sit in line between them
 - n. Regional fashions (leaf on shoulder), cowboy hats
 - o. Chimp vocalizations
 - p. DNA analysis....chimp paternity test...compare electrophoresis data
3. Touch carts
- a. Brain size/ skull comparison
 - b. Tanzanian culture, with map of location of Gombe
4. Lecture series
- a. Jane Goodall: Every individual can make a difference
 - b. Elizabeth Vinson: Current chimp research in Gombe
 - c. Mike Day: The making of the IMAX
 - a. Lisa Stevens: The Nature of Intelligence
 - b. Denver Zoo Primate Curator: The role of zoos in conservation
 - c. Russ Graham: Hominid Evolution
 - d. Local animal behaviorists (CU?)
 - e. Hans Cole: How to take action in your community (Roots and Shoots)
 - f. Wayne Allen: Evolution of Sex
 - g. Political science

D.Klich

July 25, 2001

- h. Local Women in Science
 - i. NASA Chimp research
 - j. Enrichment activities for zoo animals
 - k. Lisa Paar – facial expression and emotion in primates
 - l. Franz de Waal - Political arrangements in Chimp groups

- 1. Information booths (highlighting avenues for action)
 - a. Local environmental groups
 - b. Girls scouts (highlighting action projects)
 - c. Boy scouts
 - d. School science clubs
 - e. University programs (Biology, Language, Political Science, etc.)
 - f. Parks and recreation department
 - g. YMCA
 - h. Bank of America (National Sponsor)
 - i. R.E.I. GPS information
 - j. Dept. of Fish and Wildlife

Implementation Procedure: see timeline

Program Dates and Times:

TBD

Ideally late October b/c half-year passed since Earth Day so can revive community and get them thinking in terms of long term projects and group formations that can be celebrate next Earth Day (April 22, 2003). Festival should begin several weeks after opening of film so that interest can build

Location: atriums, demo stage, temp exhibit gallery, classrooms

Internal Contacts:

Visitor Programs (Debra Klich)
IMAX Manager (Christian Greer)
Youth and Teacher Programs (Andrea Hamilton)
Adult Programs (Carol Cochran)
Marketing (Mary Hacking)
Collections and Research (Russ Graham)
Community Science (Jennifer Henderson)
Exhibits (Marianne Renyolds)

D.Klich

July 25, 2001

Event Services

External Contacts:

Aperture (New York, NY)

Sara Wolfe (212-505-5555)

swolfe@aperature.org

Traveling photo exhibit "Brutal Kinship" \$5000

Science North Enterprises (Sudbury, Ontario, Canada)

Rick Mackenzie(705-522-3701 ext. 271;

Mackenzie@sciencenorth.ca)

Travelling Interactive Exhibit

5,000-6,000 sq ft \$125,000/4months

Jane Goodall Institute www.janegoodall.org

JGEI-SMM (see contact list)

Emory University www.emory.edu/LIVING_LINKS

University of Minnesota's Discovering Chimps Website

National Zoo Think Tank page www.nzp.si.edu

Venue Dates for Jane Goodall's Wild Chimpanzees:

TBD: Ideally October 2002-Jan. 2003

Timeline for Planning and Implementation:

August 2001 Present information from JGEI to DMNS

September 2001 Meet with initial DMNS implementation team members
Contract IMAX (and traveling exhibit)

October 2001 Meet with community organizations to see what is being done, who would
be interested in helping/presenting at festival

October- March 2002 Cultivate Community Relationships

March 2002 Secure extra funding, Speaker arrangements

April 2002 Earth Day

May 2002 Send information about fall festival to teachers to begin planning

June-September 2002 Develop program and begin major marketing efforts

October-November 2002 Implement program

Evaluation Method:

In-house evaluation (Judy Koke), exit interviews. Track number of projects started.

Related Programs:

Panel Discussion

D.Klich

July 25, 2001

Mahali Safari (Bill Allen, SMM) estimated \$6-8,000/person

PBS run of "Reason for Hope" and other Goodall films

Camp-in at Denver Zoo with primate observation component

Corporate team building....communication techniques of non-human primate groups

Collaborative museum service project near Gombe (ie, build better accommodations for researchers)

Book Club (St. Louis Science Center planning a new model)

Adult/scout trip to Yerkes research station or local research stations