

Jane Goodall's Wild Chimpanzees

Discovery Place Action Plan

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Film Opening Event

Program Title: “A Weekend at Gombe”

Program Audience: Media, Members, Corporate Members, general museum visitors

Program Overview: This weekend celebration will center around the opening of the large format film, *Jane Goodall's Wild Chimpanzees* (slated for sometime in June, 2002). The weekend celebration of the opening of the film will be designed to immerse the visitor in the atmosphere of a research village at Gombe. Programs presented during the event will give the visitor an opportunity to explore the world of our closest relatives, the primates, as well as to learn what skills are needed to conduct research on wild chimpanzees.

Program Goals:

1. Bring attention to the opening of the film by providing an immersive atmosphere where the visitor feels she/he is at a research station like Gombe.
2. Develop an awareness of the ongoing research efforts and challenges faced by those studying wild chimpanzees.
3. Promote a sense of stewardship by increasing visitor appreciation for the unique bond between chimpanzees and humans, as exemplified by Jane Goodall and her work.

Program Components:

1. Michael J. Smith Wing décor:
 - potted plants, hemp vines hanging from third level
 - posters of African scenery and wildlife
 - crude wooden signs directing visitors to specific program or exhibit areas: ex: *Jane Goodall's Wild Chimpanzees*, Wildlife Observations, Geography of Gombe, Tool Usage, Researcher's Camp
 - Walk-through canvas tent set up as demo research station: Cot

and mosquito net, table with laminated field notes (copies of Jane's original work), video camera with footage of chimps, notes on wall (chimp family tree), field gear

- Brutal Kinship photo exhibit on walls around Omnimax dome

1. Guest Speaker or Lecture Series: Elizabeth Vinson

- several presentations on her research on chimpanzee tool usage at Gombe (termite-fishing)
- slide show in Omnimax theater before Member event
- introduction of each film viewing that weekend?
- Informal Q & A/ Meet the Researcher event

1. Gombe-themed dinner for member event

- Serve some variation of African food
- African music as entertainment

1. Geography of Gombe program

- Staff "travel agent" presents a program giving an overview of Tanzania geography and Gombe's topography, climate, and politics
- Audience prepares for a weeklong "Survivor" expedition by choosing supplies under a certain weight limit and packing their backpack

1. Tool Usage program

- Presenter uses a variety of traditional and non-traditional tools to stimulate discussion of the definition of a tool
- Typical chimp tools are displayed; video footage of chimp tool use is shown
- Visitors attempt to termite-fish in imitation mounds

1. Wildlife Observation program

- Video monitors are set up in several locations showing video clips of chimp behavior
- Presenter leads discussion of visitors' observations of chimp behavior and introduces observation techniques
- Play chimp face identification or facial expression/emotion matching game with audience
- Possible presentation by Duke Primate Center with live lemurs or other primates

1. Early childhood activities

- Children make a chimp mask displaying different expressions
- Monkey Marathon Race – walk like different primates
- Opposable Thumb Challenge – relay race doing various activities with thumbs taped down
- Highlight Roots & Shots message: "You can make a difference"
- Jungle dancing and drumming
- Nest and hut building

1. Touch demo carts

- Hominid brain size/ skull comparison
- Geography cart with maps of Tanzania, Gombe, areas where wild chimpanzees live
- A Call to Action cart – make brochures available regarding Roots & Shoots, local conservation organizations, school programs, Scout action projects, etc.

Timeline for Planning & Implementation:

D Fall 2001 – Contact Duke Primate Center, area zoos, begin programming collaboration; contract with guest speaker(s); meet with Development/solicit sponsorship; book traveling photo exhibit “Brutal Kinship” with Aperture
D Jan. 2002 – Begin development of activities, acquisition of materials; plan dinner menu.

D March 2002 – Begin external promotions via museum quarterly, other marketing materials; meet with graphics to start décor design, design and print invitations

D March –June 1 – Finalize activities, dinner, exhibits, décor elements

D June 2002- *Jane Goodall’s Wild Chimpanzees* premiers at Discovery Place; opening event occurs first weekend

Internal Contacts: Virtually every dept. in the museum

External Contacts:

- Duke Primate Center – www.duke.edu/web/primate/research
- Asheboro Zoo
- Columbia Zoo
- Elizabeth Vinson – JGI, Univ. of Minnesota
- Jane Goodall Institute – www.janegoodall.org/
- Aperture – “Brutal Kinship” exhibit, \$5,000. Contact Sara Wolfe (212-505-5555) swolfe@aperture.org

Summer Camps

Program Title: Discovery Place's Camp Goodall

Program Audience: children ages 7-12

Program Overview: These summer camps will offer children ages 7-8 and 9-12 an opportunity to explore the world of our closest relatives, the primates. Campers will explore the similarities and differences between humans and other primates, learn about the research efforts of Jane Goodall and other primatologists, and also make observations of their own during our excursions to the Duke Primate Center and Asheboro Zoo. Other topics of study will include physical geography, hominid evolution, and primate ethology during this week-long experience.

Program Goals:

1. Foster an excitement for learning, as well as an interest in and understanding of scientific processes.
2. Help children strengthen their problem-solving, teamwork, and inquiry skills.
3. Explore the similarities and differences between primates and humans by providing hands-on inquiry-based learning activities.

Program Components: These week long, full day camps will have a thematic approach with the following daily focus:

Day 1: Journey to Africa

- Geography – where do primates live in Africa?
 - D Role-play: prepare for a trip to Africa. Pack backpacks, put on hats and head out on safari (trip to Omni Theatre)
 - D See the film, introduce Jane Goodall
 - D Mapping activities: discuss topography, climate, resulting cultures, diversity of animals in Tanzania (how does it compare to Charlotte) – climate graphing component of Our Living Planet (an onsite exhibit at Discovery Place)
 - D Construct response pieces to film – children provided with a variety of mediums to create artwork which demonstrates their reaction to the film (paint, draw, write, sculpt, etc.). Exhibit finished pieces in exhibit halls.

Day 2: Following Jane's Footsteps: What it's like to be an animal behavior specialist

- Observations of humans & primates
 - D Introduce observation skills, ethograms, concept of perspective
 - D Visit Duke Primate Center: observe prosimians, specifically

lemurs and lorises. (Narrative style for older kids, provide checklist of primate observations for younger kids.)

D If time allows, conduct human observations back at Discovery Place.

Day 3: What makes us different?

- Similarities & differences b/w humans & primates:
 - D Discuss observations of prosimians; how are we alike & different?
 - D Comparative anatomy-examine skulls, make masks, cast of footprints
 - D Hominid evolution – a brief history
 - D Getting to know the chimps of Gombe – chimp ID game
 - D Chimp physiology, diet – pick your diet game, chimp snack
 - D Communication, facial expressions –mimicking game
 - D Chimp social structure/culture – role playing game
- Researchers, techniques, major finds: Leakey story, Jane Goodall, Elizabeth Vinson
 - D Activity using Jane’s notes, videoclips
 - D Guest speaker from Duke Primate Center or zoo: primate evolution and ethology

Day 4: What’s in a tool?

- Identifying tools:
 - D What’s a tool? Game
 - D How do humans use tools?
- Chimps & tool use:
 - D Goodall’s principle discovery in 1960; examine fieldnotes, discuss significance
 - D Show clips of chimps using tools, children identify tool use
 - D Thumb game
 - D Termite mound making/ fishing
 - D Design your own tool for personal use
 - D Group designs an enrichment tool for primate

Day 5: The future is now.

- Roots & Shoots: Jane’s message
 - D How can we make a difference? Create message of hope board/mural; display in exhibit halls
 - D Highlight work or have visitation from local youth environmental club/ conservation project
 - D Conservation/actions for future – group brainstorming; begin onsite beautification project or make an action plan
 - D Write letters of encouragement to Jane and/or other Gombe researchers and/or letters of advocacy to US leaders, etc.
 - D Make pocket-size pledge cards, a call to action.

Timeline for Planning & Implementation:

- D Fall 2001 – Contact Duke Primate Center, area zoos, begin programming collaboration.
- D Jan. 2002 – Begin development of activities, acquisition of materials.
- D March 2002 – Begin external promotions via museum quarterly, other marketing materials.
- D March –June 1 – Finalize activities, conduct teacher training
- D June 2002- *Jane Goodall's Wild Chimpanzees* premiers at Discovery Place
- D June 17, 2002 – Summer camps begin.

Internal Contacts: Programs and Education staff, Marketing dept.

External Contacts:

- Duke Primate Center – www.duke.edu/web/primate/research
- Asheboro Zoo
- Columbia Zoo
- Elizabeth Vinson – JGI, Univ. of Minnesota
- Jane Goodall Institute – www.janegoodall.org/
- American Society of Primatologists – www.asp.org
- AskPrimate – www.primate.wisc.edu/pin/askprim
- Primate Info Net – www.primate.wisc.edu/pin/
- Primate Fact Sheets – www.primate.wisc.edu/pin/factsheets
- National Museum of Natural History

Evaluation Method:

- D Peer review of content materials
- D On-site client evaluations, both participants & parents

Floor Demonstrations

Program Title: *Gombe Moments* – shoebox and other quick demos for use throughout the museum

Program Audience: general museum audience including school groups and family units

Program Overview: These 5-10 minute floor demonstrations are intended to capture the interest and imagination of museum visitors as they tour the exhibit halls.

Program Goals:

- Provide teachable moments for visitors to the museum that will enhance the Omnimax experience

Program Components:

- Various areas throughout the Discovery Place exhibit halls will be selected for *Gombe Moments* demonstration areas.
- Demonstrations may be presented by Public Programs staff, or by volunteers where appropriate.
- Possible topics include:
 - Cultural aspects of African populations
 - Lake Tanganyika
 - Gombe research station
 - Termite fishing
 - Synchronized walking
 - Language (hello in chimp)
 - Tool design (What's a tool?)
 - Where are we in chimp research?

Timeline for Planning & Implementation:

- Public programs staff and volunteers trained to lead *Gombe Moments* demos early summer 2002
- Begin floor demonstrations with opening of the film, June 2002

Internal Contacts:

- Public Programs staff, Marketing Dept., Omnimax staff

External Contacts:

- School groups, members
- Elizabeth Vinson – JGI, Univ. of Minnesota
- Jane Goodall Institute – www.janegoodall.org/
- American Society of Primatologists – www.asp.org
- AskPrimate – www.primate.wisc.edu/pin/askprim

- Primate Info Net – www.primate.wisc.edu/pin/
- Primate Fact Sheets – www.primate.wisc.edu/pin/factsheets
- National Museum of Natural History

Evaluation Method:

- Exit surveys of visitors at least three times within a three month period

Public Program

Program Title: “Perceiving Primates – Chimpanzees and Us”

Program Audience: Visitor groups, any age.

Program Overview: This public program is designed to complement and enhance the educational message of the large format film Jane Goodall’s Wild Chimpanzees.

Program Goals:

- **Key educational objectives:**

1. Educate audience about the natural history of chimpanzees.
2. Establish the concept that chimpanzees are very similar to humans.
3. Educate audience regarding the importance of conservation and preservation of biological diversity.

- **NC Standard Course of Study Competency Goals:**

Science, kindergarten: The learner will build an understanding of similarities and differences in plants and animals.

The learner will increase his/her understanding of how the world works by using tools.

Science, grade 4: The learner will build an understanding of animal growth and adaptation.

Science, grade 7: The learner will build an understanding of heredity and genetics.

Science, grades 9-12: Students will develop an understanding of the behavior of organisms, resulting from a combination of heredity and environment.

Program Components:

- What is a chimpanzee?

Where they fit into the animal kingdom

Differences between monkeys and apes

- Chimpanzees and human primates – how do we compare?

Chimpanzee anatomy vs. human anatomy

Demonstration: Bring child volunteer forward. Using various props, compare body structure, size, diet and abilities of human child to those of chimp at the same age.

Demonstration: Importance of opposable thumbs. Bring two volunteers forward and tape thumbs down. Have them “race” through a simple task like tying a shoe.

Chimpanzee behavior and emotions

Demonstration: Play a matching game with the audience. Hold up blown-

up photos of chimp facial expressions and have students guess the corresponding emotion. Match the photo card and the name of the emotion with Velcro to an easel. Have the audience imitate the expression.

Chimpanzee intelligence and tool use: intelligence studies, how do we learn?

Demonstration: Play what's a tool? game. Hold up different objects (such as a hammer, phone, picture of a cow) and ask audience if they are tools. Have the opinion of several experts ready for comparison to the audience vote.

Chimpanzee research:

Demonstration: Show the audience an example of a typical chimp puzzle used in research studies. Have a volunteer from the audience try to "solve" the puzzle with his/her thumbs taped down.

Timeline for Planning & Implementation:

- Public programs staff trained to lead public program early summer 2002
- Begin program with opening of the film, June 2002

Internal Contacts:

- Public Programs staff, Marketing Dept., Omnimax staff

External Contacts:

- School groups, youth groups, members
- Elizabeth Vinson – JGI, Univ. of Minnesota
- Jane Goodall Institute – www.janegoodall.org/
- American Society of Primatologists – www.asp.org
- AskPrimate – www.primate.wisc.edu/pin/askprim
- Primate Info Net – www.primate.wisc.edu/pin/
- Primate Fact Sheets – www.primate.wisc.edu/pin/factsheets
- National Museum of Natural History

Evaluation Method:

- Exit surveys of visitors at least three times within a three month period