

Jane Goodall Educator's Institute Action Plan

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TFI tends to put more eggs into a larger basket rather than spreading resources for the run of a film. We tend to do a large opening weekend event to get as much media coverage and attendance as possible.

Marketing Advertising Plan

2 - 3 weeks of print advertising

2 - 3 weeks of radio advertising

2 - 3 months of on-site presence via posters, billboards, duratrans and/or fence banners

Direct mail piece or presence in a direct mail and/or collateral piece i.e. Field Trip Planners, Membership News and Events, Tourism Brochures and postcards.

Grand Opening Event: Hosted by the Sponsorship Department. (This happens when a local sponsor is confirmed throughout the term of film.)

Possible opening day events

Title: Chimpanzee Chorus

Overview: Visitors will stand on our atrium steps so they will look like they are on Choir risers. (I wonder if I can borrow a bunch of choir robes) Sections of the choir will be coached in making a specific Chimpanzee call. They will then be directed to create a chimpanzee conversation by the director.

Goal: Visitors will learn about the different vocalizations that chimpanzees make to communicate. This will also be a good media opportunity.

Location: Atrium Steps

Internal Contacts: marketing committee

External Contacts Linda Cairnes – Education Coordinator Primate Adventure Philadelphia Zoo.

Title: Termite Fishing

Overview: Visitors will try their hand at termite fishing in an artificial termite mound.

Goal: Visitors will learn about the ability of chimps to make and use tools.

Location: Atrium

Internal Contacts:
marketing committee.

External Contacts:
Linda Cairnes – Education Coordinator Primate Adventure Philadelphia Zoo.

Title: Apeing Around

Overview: Families will be shown pictures of the 6 basic emotions that occur in humans paired with the same emotions for chimpanzees. Given a mirror visitors will be able to mimic Chimpanzee facial expressions.

Location: Atrium

Goal: Visitors will recognize visual cues that are common to both humans and chimpanzees.

Materials: Mirrors and photos of chimpanzees expressions and counterpart human emotion examples.

Internal Contacts:
Marketing committee.

Title: **Celebrity Speaker**

Overview: It would be great to get Elizabeth Vinson here to introduce the movie. She could also meet and greet before and after as well as do media interviews.

Goal: Improved media coverage by having the star of the movie at the museum. Visitors will get to meet a real scientist that is doing interesting research.

Internal Contacts:

Marketing Committee

External Contacts:

Elizabeth Vinson

Time Line for Implementation:

Winter 2002 met with staff about the institute and film

March 2003 plan events with marketing group

April 2003 develop activities

May 2003 review of activities and events planned

June 2003 Huge Opening Weekend