

**Jane Goodall Educators Institute**  
**July 2001**  
**Action Plan**

**Program:** Funsten Science Lecture Series; Bioethics 2000 panel discussion

**Name:** Kristyne Keyes  
Science Museum of Virginia  
2500 W. Broad Street  
Richmond, VA 23220  
(804) 864-1400 ext. 1565  
kkeyes@smv.org

**Program Audience:** general adult and high school audience (free); Funsten Science lectures and Bioethics 2000 series are open to the public, with a request to RSVP for space reasons.

**Overview:** The Funsten Lecture series — already offered at the Science Museum of Virginia — consist of 3-4 lectures. Each series is designed to inform the public about ethical issues in medicine and science, from how we learn about science to science in art. The Bioethics panel discussion is the opportunity for local scientists, doctors and professionals to discuss the concerns surrounding particular concepts and issues. The discussion also allows time for the audience to ask questions. These two events will be scheduled to overlap in time and coincide in topic focus to intensify the experience.

**Programs Goals:** To inform the public about chimpanzee research and the ethical issues surrounding chimps. To provide the opportunity to connect the public with local experts and museum staff for further information and explorations.

Overall messages to address:

- WHO is Jane Goodall?
- WHERE is Gombe? Where can I find chimpanzees locally?
- WHAT is going on in Gombe? In chimp research (Gombe and otherwise)? In conservation? What have we learned?
- WHY does it matter?
- HOW can the individual make a difference?

**Suggested Program Components:**

Lecture 1: Elizabeth Vinson – Who is Jane and what has she learned about chimps? How is her research guiding us now? The future of primate research in the field (tool use).

Lecture 2: Shannon House (Richmond Metro Zoo) – A Day in the Life of a Chimp; The role of zoos.

Lecture 3?: Local University professor – Hominid Evolution

Lecture 3/4: Benjamin Beck / Lisa Stevens (Washington National Zoo) – Orangutan Language Project and Think Tank. Current primate research on thinking and understanding.

Bioethics panel discussion: Why do we care? Participants: NASA research assistant, NIH research assistant, Sanctuary employee/president; Lisa Stevens (Washington National Zoo).

Lecture 4?: Roots and Shoots local chapter: How can I help?

**Implementation Procedure:**

1. Contact museum staff scientist to confirm idea and brainstorm.
2. Consult museum calendar to confirm good dates, preferably ones that coincide with the run of the film, but not at the beginning of the run. Reserve space and add to calendar.
3. Determine message for series (for example, "Jane Goodall: How her research on chimpanzees is shaping the future.")
4. Determine topic for panel discussion (e.g., "Why do we care? The impacts of chimpanzee research on humans and chimps.")
5. Determine participants for lecture series and panel discussion. Contact and make arrangements.
6. Meet Marketing Director to set marketing plan and advertise.
7. Inform and meet Facilities Use (room, security), Multimedia services, Education administrative assistant (for guest reservations) and Guest Services to make arrangements.

**Program Dates and Times:** Funsten lecture series Thursday evenings; Bioethics 2000 Saturday afternoon, semi-concurrent

**Materials:** panel discussion: tables and chairs, table mics at seats, lectern, can include teleconferencing equipment as needed  
lecture series: lectern with microphone and speakers

**Location:** Science Museum of Virginia Eureka! Theater

**Internal Contacts:** Dr. Eugene Maurakis (Museum Scientist); Marketing Director; Senior Editor (for content development); Shannon House (Museum Outreach, former RMZ lead chimp keeper)

**External Contacts:** Lisa Stevens, Washington National Zoo; Elizabeth Vinson, University of Minnesota; Richmond Metro Zoo; local University professors

**Possible Financial Support:** Funsten Grant

**Venue Dates for Jane Goodall's Wild Chimpanzees:** tent. January-April 2003

**Timeline for Planning and Implementation:** Dependant on film

**Evaluation Method:** survey of participants and guests; meeting with museum staff to evaluate guest attendance, time and length, etc.

**Related Programs:** Gallery Education programs; CampIn; Girls in Science program; Carpenter Science Theatre program; nearly all Education Department programs can support the topic and film.