

THE ART OF CRAFTS: ADDING INTERACTIVITY, FUN, AND VALUE TO SHOWS

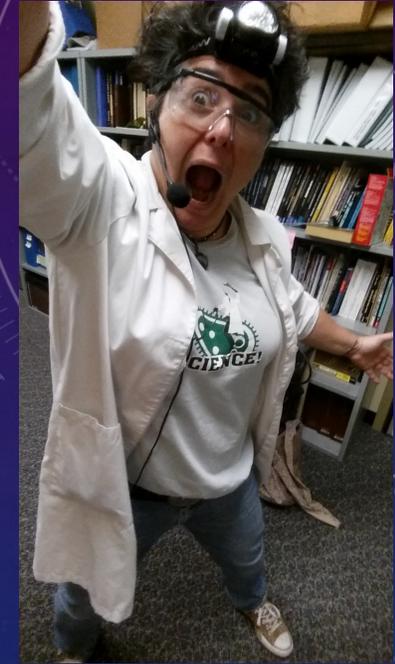
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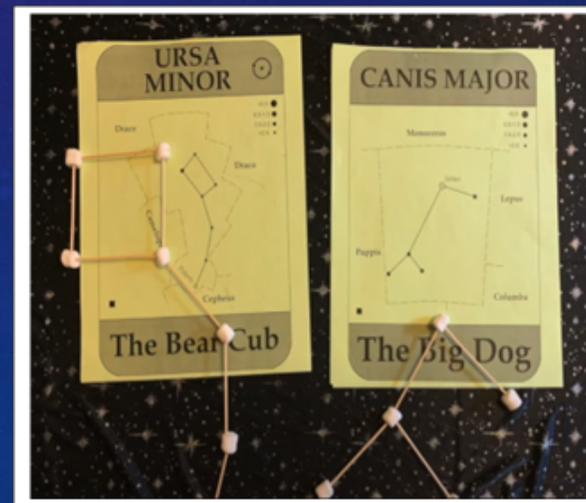
MONTHLY SKY TALK & CRAFT THEMED EVENT

- Craft/Learning Session 30 minutes prior to show
 - Craft in classroom , supplies on tables
 - Main craft component handed out on entry
 - Brief explanation of how the craft is related to the show
 - Pick up after the show OR some are made to be used DURING the show
- Themed PJs or Costumes Encouraged
- Often photo opportunities for social media
- Previously, two shows for most events
 - 1 for very young children (Pre-K)
 - 1 for upper elementary ages (3-5)



MAKE AND TAKE CONSTELLATIONS

- Highlight the constellations you'll use in a particular show!
- Lots of ways to do this for different ages:
 - Black Paper, Star stickers , Chalk
 - Toothpicks and Marshmallows: [Video!](#)
 - 3-D : Paper and String (have to suspend)
 - 3-D: Styrofoam and skewers and marshmallows



SAILING WITH THE STARS



Novins Planetarium Sailing with the Stars! 8/15

Finding Your Way Home

Color the number of fists you stacked to where the North Star is in the sky. ★



If each Fist is 10 degrees _____ fists x 10 = _____ degrees

Color the globe. The lines showing how degrees from the equator are called latitude lines, they make a LADDER on the globe to help us find our way. Follow these lines around the earth – at the number of degrees you got above. Did you make it back to New Jersey?

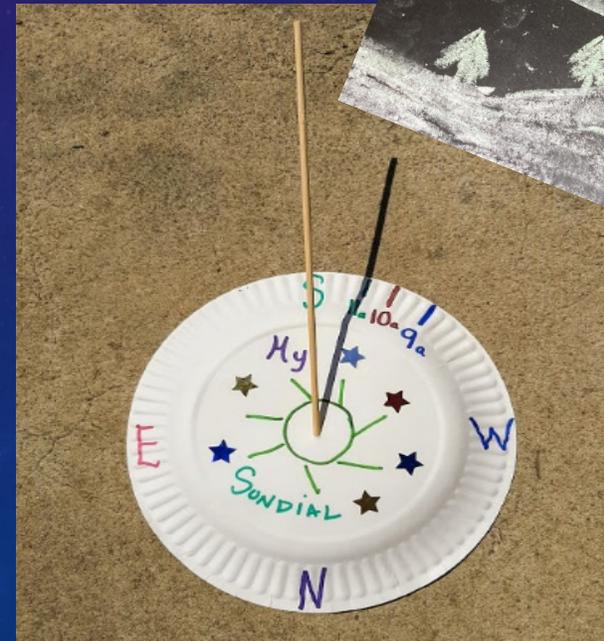
- Multiple activities for our Celestial Navigation Show!
- For the PK audience – we went with precut sailboats
- For older youth, they made wayfinding maps from sticks and shells
- We also put stars on the wall, and had kids “measure” with their fists or a sextant



STAYING CONNECTED...

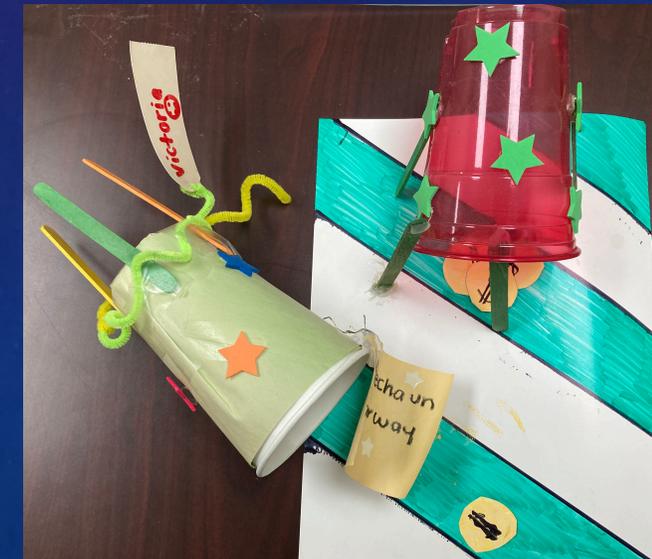
- During the Pandemic, we provided 6 weekly craft kits to 50 Ocean County College Families in need
- An introduction, instructions, and a photo of the finished craft were provided
- All supplies needed were provided in a Ziploc bag.
- This necessitated the simplest, cheapest crafts we could imagine
- We also made 6 craft videos for all families to make at home

https://www.youtube.com/watch?v=31X21lmy_8&list=PL2pcdpfkwiN3uzxwgjj-uG-Tf_XQF3ifw



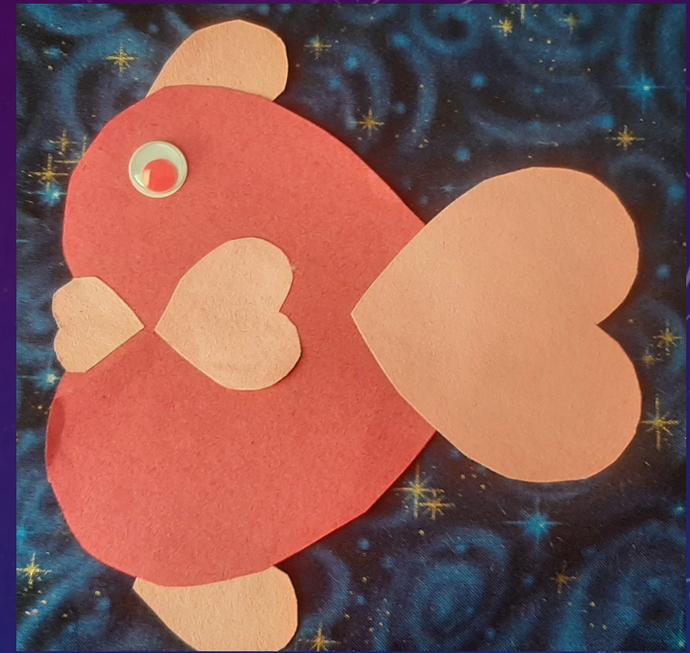
TRY AND TRY AGAIN...

- Our first crafts were holiday themed –and we made lots of HATS!
- Connecting the crafts to the CONTENT of the shows required more effort!
- Some crafts proved to be difficult for kids, or not work as well as we'd hoped



ANIMAL CONSTELLATION VALENTINES

- We rewrote our kids valentine's show around loving our families and pets – and highlighted:
- Ursa Major and Minor: Mama and Baby Bear
- Pisces: Aphrodite and Cupid (more mama and baby)
- Orion and Canis Major and Minor: A boy and his dogs
- All three of these animals can be made out of different sized paper hearts that the kids can give as Valentines!



ST. PATRICK'S DAY IS OVER THE RAINBOW!

- Instead of focusing on Leprechauns- we explain how rainbows form, and look at colors and light in the atmosphere and space
- Simple craft: Recipe for a Rainbow!
- Advanced craft: cardboard spectrometer!
 - Diffraction grating is inexpensive, and a little goes a long way
 - You can also use old CD's in your spectroscope: [VIDEO!!](#)
- We may use the SUNDIAL craft here in the future!



HALLOWEEN: FINALLY A RELEVANT HAT!

- We tried this format for our Pandemic Virtual Shows as well
- The Halloween show was based around the Perseus and Andromeda story
- The kids enjoyed dressing up – this show was zoom based, so we could comment on costumes
- The themes and crafts helped draw people in
- Crafts were harder to manage on camera doing the show solo



MAKING MOVIES MORE INTERACTIVE!

- Can't afford newer movies – attendance dropping off?
- ADD a MAGIC WAND!!!
- OR a character - Harold Shale the Comet with No Tail!
- OR A live countdown and immersive audio !
- Or just a craft that can help reinforce the movie theme!



THE NOVINS ACADEMY WAND SHOP!

- Chopsticks + Hot Glue Designs – wand “Blank”
- Choose your wand and paint at the show
- Paint required drying time
- Paint sticks didn't provide as good coverage, but dried faster
- Use your wand to cast spells in the dome during the show
- Post-Covid: Purchased wands



RUDIMENTARY ATTENDANCE COMPARISON

Stars from My Backyard

- Live Sky Talk, Offered weekly
- Number of shows n=160
- Average attendance: 34
- Seasonal fluctuations

Themed Shows

- PJ Party, Offered monthly
- Number of shows: n=29
- Average attendance: 64
- Attendance is Feedback!
- Novins Academy: n=18, 4 'runs'
- Average attendance: 91

| Ticket Type | Quantity |
|---|--------------|
| Single Ticket Totals | 1,852 |
| So You Want To Be An Astronaut? Friday 8/18/2017 6:00 PM | 58 |
| Homeschool Show Tuesday 09/26/17 11:15 AM | 24 |
| PJ Night! Host A Little Ghost... Friday 10/13/2017 6:30 PM | 89 |
| PJ Night: Finding Alien Worlds Friday, 10/01/17 6:30 PM | 36 |
| PJ Night! Posh's Holiday Party Friday, December 1st at 6:30 PM | 32 |
| Prek PJ Party! Valentine's Day Show Sunday, February 4th 11:30 AM | 90 |
| PJ Party! Valentine's Day Show Sunday, February 4th 1:00 PM | 88 |
| Prek PJ Party! St. Patrick's Day Show Saturday, March 17th 11:30 AM | 72 |
| PJ Party! St. Patrick's Show Saturday, March 17th 1:00 PM | 94 |
| PJ Party! The Aurora Borealis Saturday, April 7th 2:00 PM | 103 |
| PJ Party! Mad Science With Mom, May 5th 1:00 PM | 43 |
| PJ Party! Dinosaurs With Dad, June 16th 3:30 PM | 102 |
| PJ Party! So You Wanna Live On Mars? July 29th 3:30 PM | 51 |
| PreK PJ Party! Sailing By The Stars August 19th 11:30 AM | 97 |
| PJ Party! Sailing By The Stars August 19th 1:00 PM | 110 |
| PJ Party! So You Want To Be An Astronaut? September, 30th 12:30 PM | 26 |
| Prek PJ Party! Valentine's Day Show Sunday, February 3rd 11:00 AM - 12:00 PM | 98 |
| PJ Party! Valentine's Day Show Sunday, February 3rd 12:30 PM - 1:45 PM | 91 |
| Pre/K PJ Party! St. Patrick's Day Saturday, March 16th 12:30 PM - 1:30 PM | 32 |
| PJ Party! St. Patrick's Day Saturday, March 16th 1:30 PM - 2:45 PM | 51 |
| Pre/K PJ Party! The Aurora Borealis Saturday, April 27th 12:30 PM - 1:30 PM | 10 |
| PJ Party! The Aurora Borealis Saturday, April 27th 1:30 PM - 2:45 PM | 17 |
| PJ Party! Astronomy Day! Saturday, May 11th 12:30 PM - 1:45 PM | 9 |
| Moon PJ Party Saturday, July 12:00 PM-1:30 PM | 57 |
| PJ Party Sailing By The Stars Saturday, August 10th 12:00 PM-1:30 PM | 99 |
| Halloween PJ Party Saturday, October 26th 12:00 PM-1:30 PM | 46 |
| Holiday PJ Party Saturday, December 21st 12:30-1:30 | 30 |
| Prek PJ Party! Valentine's Day Show Saturday, February 15th 11:00 AM - 12:00 PM | 97 |
| PJ Party! Valentine's Day Show Saturday, February 15th 12:30 PM - 1:45 PM | 100 |
| Fulfilled Subscription Totals | 0 |

TAKE HOMES FROM THE TAKE HOMES

- Even small efforts to make shows unique can increase attendance
- Simple, cheap materials can make fun take homes that add value:
 - A paper Plate is a great craft vehicle
 - You can scale up simple crafts for higher grade levels
 - Precutting and prep work pays off exponentially
- Dressing up turns up the fun!
 - Welcome families to come in themed outfits and costumes!
 - Dressing down, i.e.. PJ Parties works too! Themed PJs are FUN!
 - Lots of Photo Ops! Share and Tag on Social Media
- Monthly or Quarterly special events doubled average sky talk attendance
 - Our best shows sold out every time we offered them

