

GROSSOLOGY and YOU

FULLDOME PLANETARIUM SHOW MARKETING KIT

PRODUCED BY MOREHEAD PLANETARIUM AND SCIENCE CENTER
UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL



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Online Assets

Download these assets from Morehead's website:

<http://moreheadplanetarium.org/fulldome-pros/grossology-and-you-marketing-kit>

- Images (preview images on pages 6–9)
- Poster
- Web Banners (various sizes)
- Ad Templates (various sizes)
- Script

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SHOW OVERVIEW

<i>Show Title</i>	Grossology and You
	This production is based on the children's book series written by Sylvia Branzei-Velasquez and illustrated by Jack Keely. *
<i>Release Date</i>	November 2014
<i>Format</i>	Fulldome Planetarium Show
<i>Production</i>	Morehead Planetarium and Science Center, The University of North Carolina at Chapel Hill
<i>Distribution</i>	Sky-Skan, Spitz
<i>Funding</i>	National Institutes of Health (NIH) **
<i>Major Credits</i>	Todd Boyette, Ph.D., Executive Producer Denise Young, Ed.D., Co-Executive Producer Jay Heinz, Producer Scott Myers, Script Geoff Koch, Music
<i>Run Time</i>	27 minutes
<i>Languages</i>	English, Spanish

* This presentation and all related materials are based on the book "Grossology and You" published by Price Stern Sloan. GROSSOLOGY® is a registered trademark of Penguin Young Readers Group, a division of Penguin Random House LLC.

** "Addressing the Science of Really Gross Things: Engaging Young Learners in Biomedical Science Through a Fulldome Show and Supporting Curricula" is supported by a Science Education Partnership Award (SEPA), Grant Number #1R25OD010522-01, from the National Institutes of Health (NIH). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of NCRR or NIH.

GROSSOLOGY and YOU

SHOW CREDITS (PARTIAL)

Executive Producer

Todd Boyette, Ph.D.

Co-Executive Producer

Denise Young, Ed.D.

Producer and Sound Design

Jay Heinz

Creative Director and Character Animation

Jim Kachelries

Pre-Visualization

Peter Althoff

Animation and Modeling

Andy Minard

Medical Textures and Modeling

Scott Dixon

Script

Scott Myers

Consultant

Sylvia Branzei-Velasquez

Art and Character Design

Jack Keely

Original Music

Geoff Koch

Surround Sound Mix

Alex Markowski

Audio Kitchen Post

Production Advisor

Richard McColman

Character Voices

Daniel Brown (Flatus)

Chuck Fresh (Big Voice)

Jarrett Grimm (Boogie)

Michael Johnston (The Kid)

Diana McQueen (Noreen Neuron)

Mark Middleton (Scabby)

Science Advisors

Samuel K. Lai, Ph.D.

P. Kay Lund, Ph.D.

Alisa S. Wolberg, Ph.D.

Education Advisors

Jeffrey Faulkner

Erin Graves

Angela Joyner

Mary-Margaret Manlove

Linda Tugurian, Ph.D.

Evaluation

Amy Germuth, Ph.D.

Penguin Group Advisor

Helen Boomer

IT & Systems

Tyrone Jenkins

Larry Van Alstyne

Recording Studios

Beasley Multimedia Resource Center

Trailblazer Studios

Production Assistance

Wayne Capps

Tyler Pollard

Amy Sayle

Lauren Winn



SHOW DESCRIPTIONS*

25 Words:

“Grossology and You” leads a teen-ager into an animated game show, where he takes a whirlwind tour of the human immune, respiratory and digestive systems.

50 Words:

It’s a normal day for one teen-age boy until he encounters Scabby, Boogie and Flatus, three game show contestants who are determined to learn which system of the human body — immune, respiratory or digestive — is most important. The animated “Grossology and You” is funny, educational and just a little gross!

75 Words:

What’s the most important system of the human body — immune, respiratory or digestive? The animated adventure “Grossology and You” draws a teen-age boy into a lively, colorful, hilarious game show, where he encounters host Noreen Neuron and three unusual contestants (rapper Scabby, disco diva Boogie and rocker Flatus). Together, they show him how every system of his body works together to keep him healthy. Sometimes the process is just a little gross ... and great!

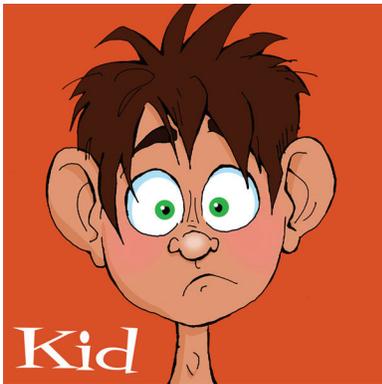
*** PLEASE NOTE:**

All materials promoting “Grossology and You” must include this language:

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GROSSOLOGY and YOU

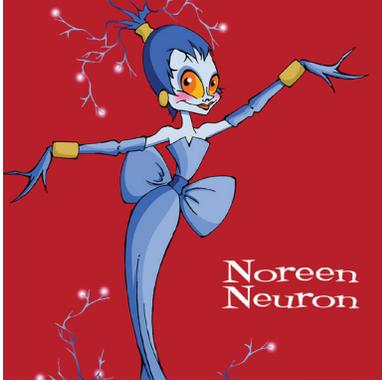
CHARACTER BIOS



The Kid

The Kid is a typical teen-ager. He likes outdoor activities and he has a big appetite. But he still has a lot to learn about the ways that his body functions to keep him healthy.

The Kid is voiced by actor Michael Johnston (U.S. soundtrack).



Noreen Neuron

Glamorous and energetic, Noreen Neuron is the host of the game show “Personal Universe.” She’s the brains of the operation and Kid’s guide through his adventure.

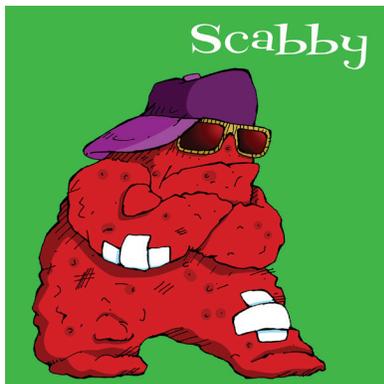
Noreen Neuron is voiced by actor Diana McQueen (U.S. soundtrack).

“Grossology and You” images and related marketing assets are available for download:

www.moreheadplanetarium.org/fulldome-pros/grossology-and-you-marketing-kit

GROSSOLOGY and YOU

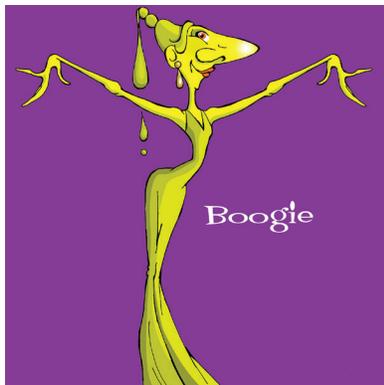
CHARACTER BIOS



Scabby

Scabby is a tough-talking rapper. He reminds Kid that his immune system helps defend his body against infection. Scabs and pus may be gross, but they perform an important service!

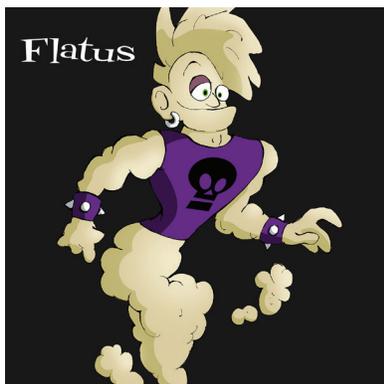
Scabby is voiced by actor Mark Middleton (U.S. soundtrack).



Boogie

Boogie is a disco diva. She shows Kid how the respiratory system helps him move oxygen into his lungs with each breath and blow harmful particles out of his lungs with every sneeze.

Boogie is voiced by actor Jarrett Grimm (U.S. soundtrack).



Flatus

As a rock musician, Flatus likes his music loud and his burps louder! He explains how the digestive system works — from top to bottom.

Flatus is voiced by actor Daniel Brown (U.S. soundtrack).

GROSSOLOGY and YOU

ADDITIONAL SHOW IMAGES



scene-beverage-burp.jpg

What happens when the Kid drinks a carbonated beverage or when he eats food that has a lot of fiber? His digestive system goes to work, and

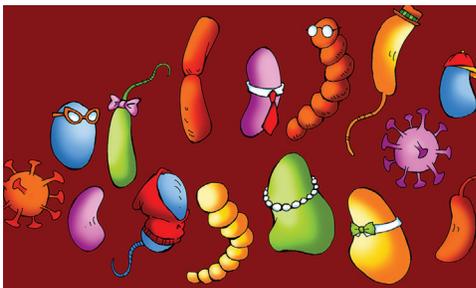


image-bacteria-cartoons.jpg

The Kid's body is full of bacteria! In fact, the "good" bacteria in his digestive tract help him process nutrients from his food.



image-Personal-Universe-sign.jpg

The Kid has a front-row seat for the game show called "Personal Universe." He watches as Scabby, Boogie and Flatus compete to win.

ADDITIONAL SHOW IMAGES

GROSSOLOGY and YOU



scene-bike-bruise.jpg

Ouch! The Kid falls off his bike, and his immune system goes to work, helping to prevent his wound from becoming infected.

GROSSOLOGY and YOU

title-grossology-and-you.jpg

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SAMPLE NEWS RELEASE

<Your Venue Logo>

MEDIA CONTACT: <Your Media Contact Info>

<Your Venue Name> to Present “Grossology & You” Planetarium Show

<YOUR CITY> (<Current Date>) — “Grossology & You,” an innovative full-dome planetarium show, premieres at <Your Venue Name> on <Date>. The lively, imaginative show is based on the best-selling children’s book “Grossology and You,” written by Sylvia Branzei-Velasquez and illustrated by Jack Keely.

With its focus on human anatomy and physiology, “Grossology & You” is one of the first planetarium shows to venture beyond the traditional astronomy and space science themes for which planetariums are best known.

The animated planetarium show follows the adventures of the Kid, a teen-age boy who is looking into his bathroom mirror when he is suddenly pulled into an astonishing game show — inside his body — led by Noreen Neuron, the “brains of the operation.” He meets three contestants (rapper Scabby, disco diva Boogie and rocker Flatus) who are competing to determine which system of the human body is most important. Is it the immune system, the respiratory system or the digestive system? Together, they discover that all of the systems work together to keep the human body healthy ... but not until they see what happens if the systems fail!

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For showtimes or to purchase tickets, please visit <Your Venue Website URL>.

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SAMPLE RADIO SCRIPTS

15-Second Traffic/Weather Sponsorship:

Take a closer look at human body systems with “Grossology and You,” the new planetarium show at <Your Venue Name>. For ticket info and show times, visit <Your Venue Website URL>.

30-Second Script:

How much do you know about your body and how it works? Here’s your chance to explore your immune, digestive and respiratory systems — with “Grossology and You,” an animated new planetarium show at <Your Venue Name>. You’ve never seen a planetarium show like this! It’s funny, educational and just a little gross. Check out “Grossology and You” at <Your Venue Name>. For ticket info and show times, visit <Your Venue Website URL>.

60-Second Script:

You’ve seen the best-selling GROSSOLOGY® series of children’s books. Now check out “Grossology and You,” the new planetarium show at <Your Venue Name>. This show goes where no planetarium show has ever gone before — into the human body! You’ll take a closer look at the immune, digestive and respiratory systems with a wild, wacky, musical journey, led by animated characters that’ll keep you laughing and learning! And after the show, you’ll leave with a newfound respect for all of the systems that keep your body healthy. “Grossology and You” is just a little gross ... and great! It’s fun for kids and parents, too. Check out “Grossology and You” at <Your Venue Name> this weekend. For ticket info and show times, visit <Your Venue Website URL>.



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