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

Show Title          Grossology and You

This production is based on the children’s book series
written by Sylvia Branzei-Velasquez and illustrated by Jack Keely. *

Release Date       November 2014

Format              Fulldome Planetarium Show

Production          Morehead Planetarium and Science Center,
                     The University of North Carolina at Chapel Hill

Distribution        Sky-Skan, Spitz

Funding             National Institutes of Health (NIH) **

Major Credits       Todd Boyette, Ph.D., Executive Producer
                     Denise Young, Ed.D., Co-Executive Producer
                     Jay Heinz, Producer
                     Scott Myers, Script
                     Geoff Koch, Music

Run Time            27 minutes

Languages           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
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  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.
## 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

## 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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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).
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).
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 ....

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

The Kid has a front-row seat for the game show called “Personal Universe.” He watches as Scabby, Boogie and Flatus compete to win.
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” images and related marketing assets are available for download:

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

“Grossology & You” was produced by Morehead Planetarium and Science Center of the University of North Carolina at Chapel Hill and scripted by Scott Myers. It is based on the book “Grossology and You” published by Price Sloan Stern. GROSSOLOGY® is a registered trademark of Penguin Young Readers Group, a division of Penguin Random House LLC.

Show production was 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.

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>.