

Monthly Report

January 2021

For the month of January, I have been working on creating my digital content in the form of videos, pictures, and now gifs. I am still new to this process and I am learning a lot about what people enjoy seeing in a video and what attracts their attention. For the time being I am going to continue trying to produce at least one video a week, at least until the planetarium admission is higher.

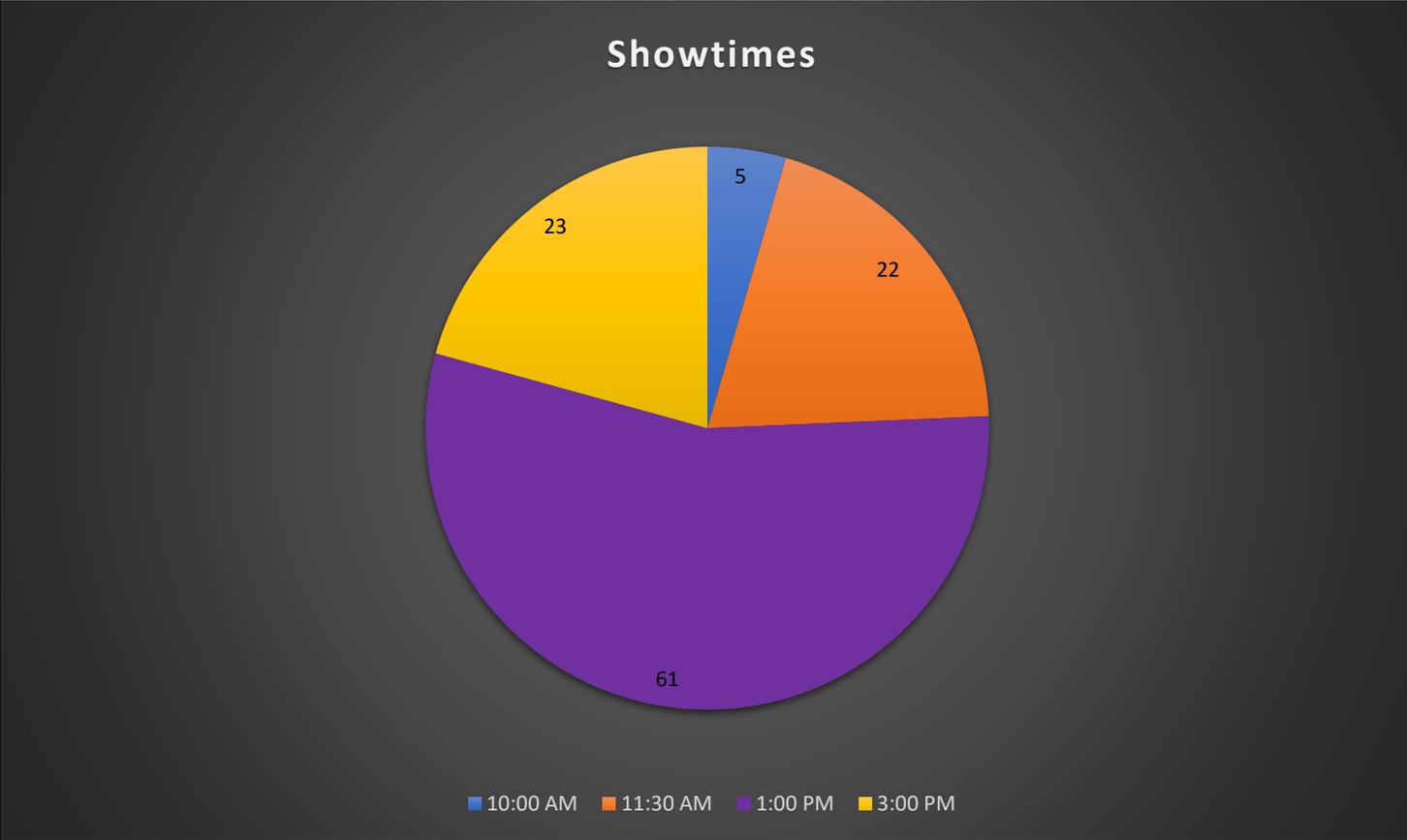
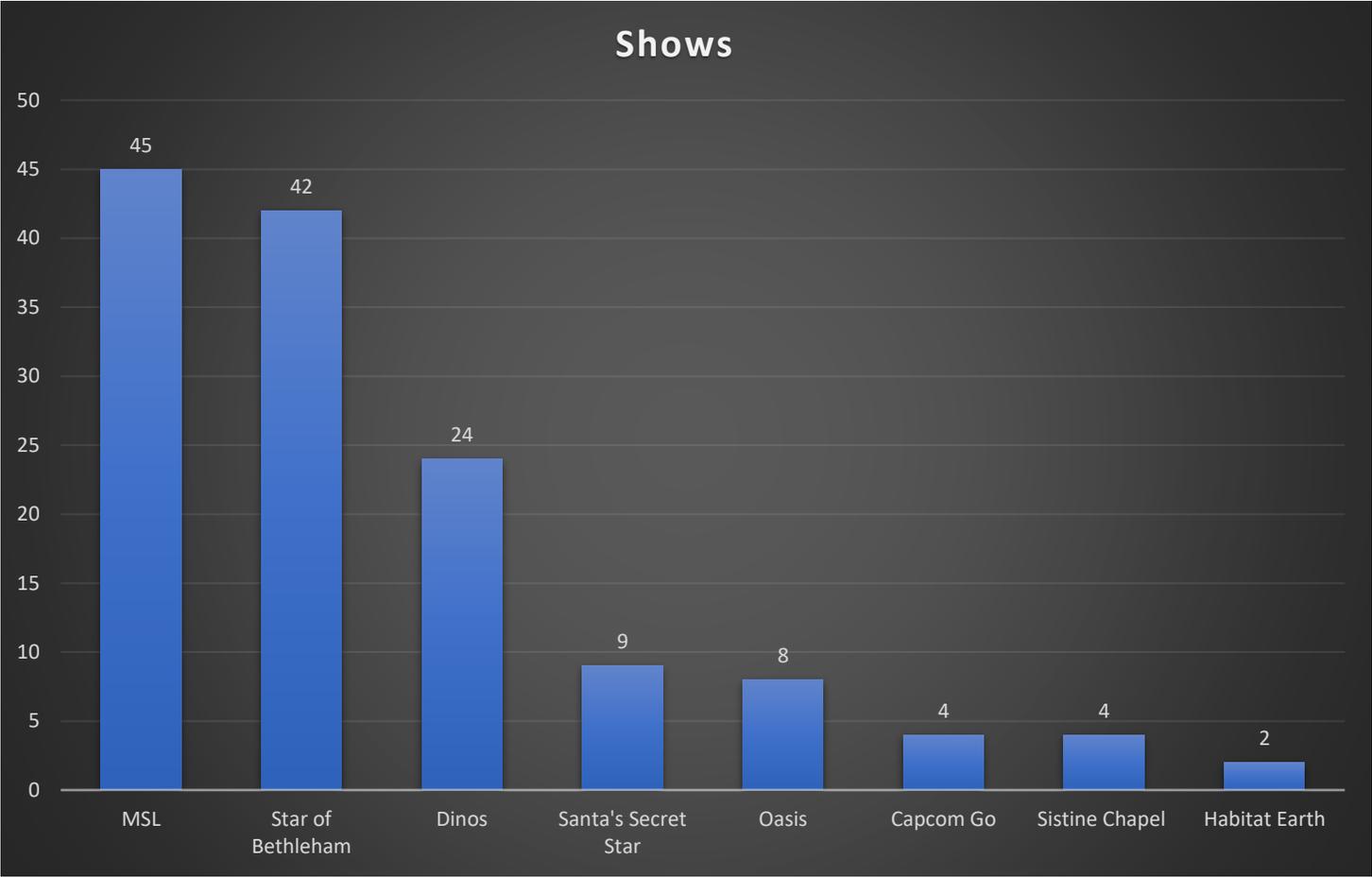
I have been focusing a lot of my attention on southern hemisphere topics for my videos, since I want to incorporate them into a Hawaii based show along the lines of Michigan Skies Live. This is coming along rather well, as I have been able to create minilessons in ATM-4 as a showlets, which will allow me to replay them a lot easier for audiences once I do start with this program. There are still a couple of night sky objects that I want to add into my show, as they are some of the most distinct and noticeable items visible from Earth. This just means it will be a couple more weeks before they are all done and wrapped up into a digestible format.

The other January project has been the build up for the Mars Rover landing on the 18th of February. Plans have gone rather smoothly and our collaboration with the library seems like it will go off without a hitch. Hopefully, we get a lot of interest in the event.

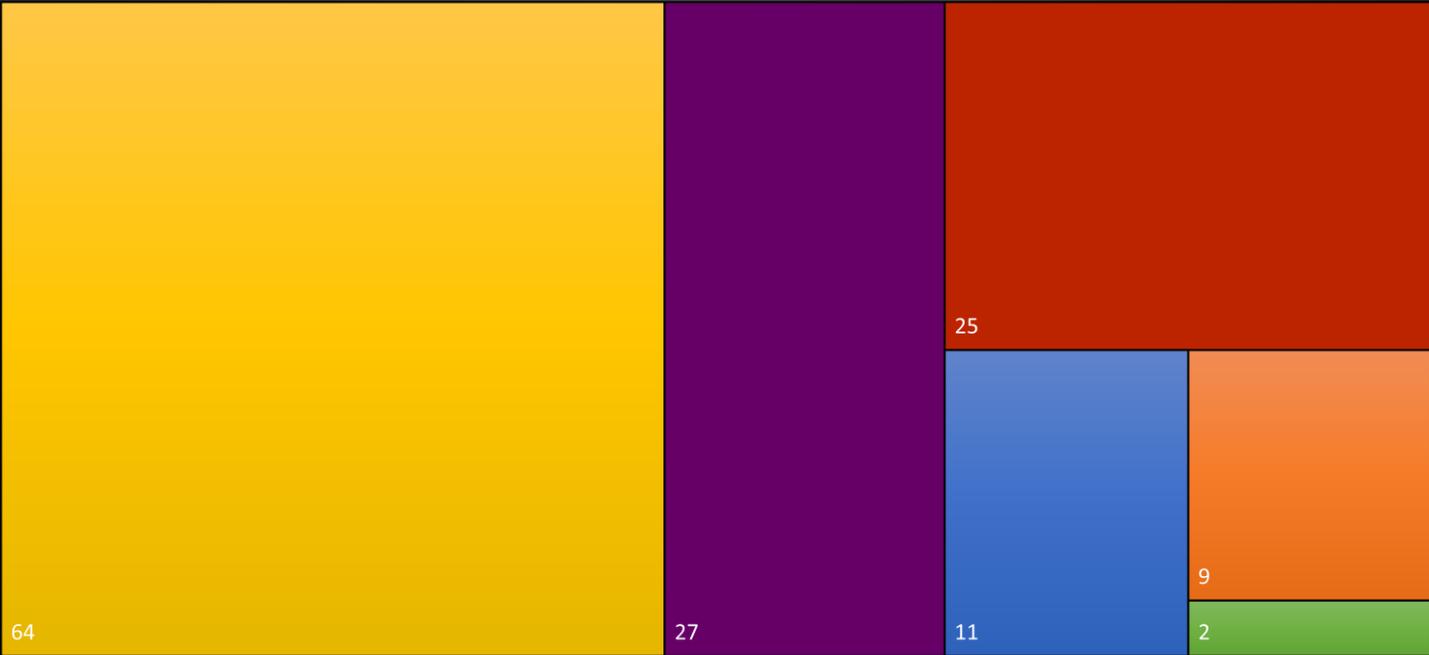
Due to low attendance at this time of year, I have adjusted the planetarium show times to reflect the diminished attendance. One of the changes include putting Wednesday showings on hold entirely, giving me a full day to work on digital content and other projects without worrying about being interrupted or sidetracked by a public showing. The other adjustment was to remove the 10:00am timeslot from Wednesday, Thursday, and Friday, as this time slot is one of the worst performing times during the weekdays. Saturday and Sunday were left unchanged, as they usually have regular attendance throughout the day.

Total attendance for January was 138, which included a 19-person party from New Jersey.

Besides that, there were not any other group, so these numbers reflect total attendance. While a lot of people saw the Star of Bethlehem, but there was large amount of them who showed up and were unaware of what they wanted to see, so this increased number is due to the show being recommended by me, or chosen from a short list.



JANUARY ATTENDANCE



Wednesday Thursday Friday Saturday Sunday Tuesday