



Besser Museum for Northeast Michigan
Besser Museum, Museum of Alpena Michigan
Museum of Alpena, Michigan, 491 Johnson Street 49707-9998

From: Planetarium Coordinator of Besser Museum

To: Executive Director of Besser Museum

Subj: August Action report

Ref: Ares Express proposal

DARKD proposal

Error Log

Encl: (1) Michigan Skies Live Fall (MSL Fall)

(2) New Shows

(3) Powered & Pumped up

(4) Technical Problems

(5) Conclusion

1. During the month of August 2018, there was one main focus of the planetarium Coordinator, that being, the completion of the MSL Fall edition show in time for September. For the period of August 2018, the Planetarium Coordinator spent most of their work time planning, refining, and implementing MSL Fall into Besser Museum's active show schedule. There are two main reasons as to why MSL Fall was worked on so intently through the period of August, and one ancillary one.

a. The first reason being that MSL shows tend to be the most appealing to audience members. While it is not exactly known as to why this type of show is popular, it is hypothesized that the patrons that commonly attend the museum prefer the more personal feel of these shows, in lieu of watching a movie for 40 minutes they are personally guided through the night sky and educated on the state of their own sky in Alpena. Guests routinely express that they like MSL and have asked about the show when attending other programs available at the planetarium.

b. The second reason behind this effort is that MSL Summer was outdated, and the night sky that it was based on had shifted considerably in the past two months of the Coordinator's time at Besser Museum. MSL Fall is meant to replace MSL Summer, and as such, be the main show attraction to the planetarium for the following 2-3 months until it is time for either an MSL Winter, or more winter and holiday shows to replace it. The night sky that MSL summer showcased had become irrelevant for star gazers. Multiple items that MSL Summer highlighted had sunk below the horizon, making the program less interesting for guests.

c. The ancillary reasoning for the creation of MSL Fall is that it gives the planetarium a semi-permanent addition to the show schedule. While neither our skies or audience's taste are static, the structure of these MSL shows is capable of being adjusted and tweaked to fit future changes with relative ease. Next year, in Fall of 2019, and the many falls following that, the planetarium can reuse MSL Fall, making minor adjustments to suit modern conditions. This process is thought to be easier and less time consuming than the alternative of creating a brand-new show from scratch, allowing the Coordinator more time to explore different projects and outlets for the Planetarium.

2. During the month of August, 2 new videos were purchased by the museum for the full dome system. DARKD and the Ares express space coaster. Both videos were ordered during the month of August, and neither had been received until the month of September. More details concerning the implementation of these videos will be given as they become available, the goal is to have both videos fully implemented into the planetarium's full dome library by September's end.

3. This August, the Planetarium and the Museum collectively collaborated with the Alpena Library, to present an entertaining and educational experience sponsored by NASA. The coordinator from the library had contacted the museum in July, but it was not until August that a meeting could actually be convened. For the planetarium's part of this event, a special showing of Sun struck was scheduled to be shown at the start of the event, at 11:00 am, with a discounted price of \$3.00. To advertise for this event, a flyer was taped to the door of the planetarium, in the display case attached to the door. There were also flyers offered before shows, and details of the event were talked about before each show. Despite the added efforts of both the Museum and the Planetarium, there were no attendees to either the special showing, or the event itself.

4. Technical issues with the planetarium for August were short, but eventful. With the considerable events being the calibration issues that arose. Both calibration issues have been recorded into the error log that the Planetarium coordinator has been compiling, and the log is available upon request.

5. In conclusion, August was a productive month that saw the completion and addition of MSL Fall into the planetarium's curriculum. There was also the purchase of further content for the Full Dome curriculum, but their implementation has not yet been completed as of this time. The planetarium Coordinator was also able to network with the local Library for a joint event. Despite there not being any attendance to the event, the groundworks of a relationship within the local education community was established.

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