



# BACKYARD

# WILDERNESS

**EXPLORE YOUR BACKYARD WILDERNESS  
Exhibit and Outreach Campaign**

PRE-APPLICATION [WEBINAR](#): APRIL 24, 2018

APPLICATION DEADLINE: MAY 25, 2018

[APPLICATION FORM](#)

Questions: Please contact Jared Lipworth, Director, Outreach and Impact, HHMI Tangled Bank Studios at [lipworthj@hhmi.org](mailto:lipworthj@hhmi.org) or 301-215-8915 (email preferred).

## **PROJECT OVERVIEW**

IN CELEBRATION OF NATIONAL CITIZEN SCIENCE DAY, HHMI TANGLED BANK STUDIOS LAUNCHES THE **EXPLORE YOUR BACKYARD WILDERNESS** OUTREACH CAMPAIGN, WITH FREE EXHIBITS AND RESOURCES FOR LIBRARIES NATIONWIDE.

In March 2018, HHMI Tangled Bank Studios premiered [Backyard Wilderness](#), a 3D IMAX film that tells the story of Katie, a young girl who begins to notice the wonders of the natural world right outside her door. With stunning cinematography and a heartfelt story of discovery, the film reminds us that extraordinary things can be found in seemingly ordinary places, and that Wi-Fi is not the only connection that matters.

The film will be screening at science museums around the country, and we are using its release to launch a comprehensive outreach campaign designed to get kids outside and exploring their world. Whether they live in cities, suburbs or rural areas, the campaign aims to give them the skills and tools they need to start observing, and a sense of excitement about what they will find.

At the core of the campaign is a beautiful interactive popup exhibit designed for use in libraries. In an engaging and visual way, it allows children to go on a scavenger hunt right there in the library, and to absorb the basics of scientific exploration and observation. After playing in the exhibit, they can keep the experience going at a local bioblitz event, and with family activity guides, formal education resources, and [Seek](#), a brand-new kid-friendly app designed by the California Academy of Sciences, the geniuses behind the world-famous *iNaturalist* citizen science app.

We have 16 displays to distribute, and have set up a simple [Application Form](#) for libraries interested in receiving one and participating in the *Explore Your Backyard Wilderness* effort. Our selection process will ensure that we have a mix of urban, suburban and rural partners, and we will give preference to proposals that foster relationships with other local organizations and target underserved audiences.



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## ***WHAT YOU GET***

Selected libraries will receive:

- **The easy-setup exhibit and simple instructions on how to install it**
- **Electronic and Printed Family Activity Guides**
- **Electronic and Printed Educator Guides**
- **A Bioblitz Toolkit and online training and personal support**
- **Promotional materials to help you publicize the display and events**
- **A \$500 honorarium to help cover the costs of the Bioblitz events**
- **A copy of the final Backyard Wilderness outreach evaluation report**

## ***ELIGIBILITY***

In order to be considered, libraries must agree to:

- Host the exhibit for a minimum of 8 weeks
- Curate a book display of ecology/environment-related books
- Host at least one local bioblitz event
- Distribute family activity guides and promote the use of Seek, the new kid-friendly COPPA-compliant citizen science scavenger hunt app
- Participate in our evaluation effort by completing an evaluation worksheet
- If requested, allow HHMI Tangled Bank Studios to conduct on-site evaluation of display use and/or bioblitz events

This exhibition is open to public libraries in the United States and all its territories. Venues catering to underserved groups are especially invited to apply. Individuals and federal entities are not eligible.

## ***APPLICATION REVIEW***

Applications will be evaluated based on the following criteria:

- Evidence that the site has the capacity to effectively partner with other local organizations to host a meaningful and well-attended bioblitz event.
- The geographic location of the site (we are looking for sites that span a wide range of urban, suburban and rural areas in all regions of the country).
- The availability of appropriate high-traffic exhibition space within the library for the exhibit.
- Evidence that the site can effectively target and reach elementary and middle school children and their families, and in particular underrepresented audiences. Collaboration with other organizations in the community that are already reaching underrepresented audiences is a good strategy for accomplishing this goal.

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## BACKYARD WILDERNESS EXHIBITS

The library exhibit is elegantly simple in design, but beautiful and interactive once installed. It is 10'W x 6'D x 6'H (60 square feet), and come with easy-to-follow setup and breakdown instructions. It is best suited for a corner location, but can work out in the open or against a single wall as well. Also included is a stand-alone pop-up banner that should be positioned nearby.

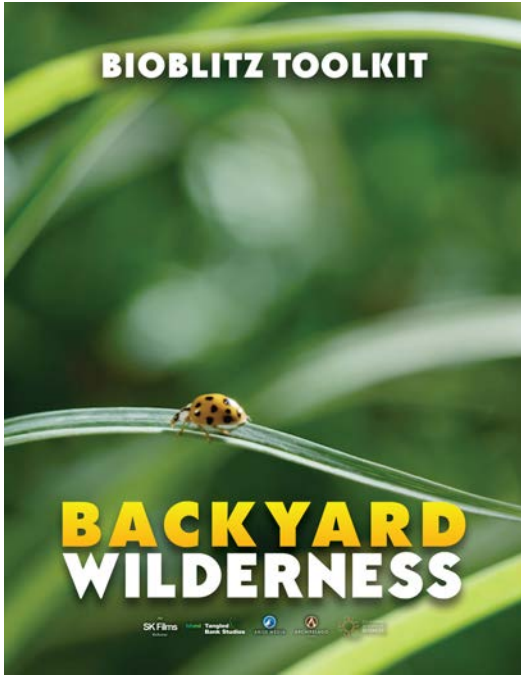


Created to work in all ecosystems and regions, the exhibit focuses on the basics of *observation* rather than on any specific ecosystem. The featured species all have territories that span much of North America, and the idea is to let kids start exploring *within* the exhibit, then take their curiosity outside into their own backyard, parks and other outdoor spaces. The display features:

- Eye-catching photorealistic artwork
- Scavenger hunt of 15 different plants and animals hidden in the exhibit
- A beautiful, durable printed carpet
- “Telescopes” that provide more information about the creatures they’re pointing at
- Tips on how to become an outdoor explorer
- Inspiring quotes hidden in the tree roots
- A companion popup banner with a scavenger hunt cheat sheet of all and next steps for further engagement.

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## BIOBLITZ EVENT AND TOOLKIT

Every library that hosts an exhibit is expected to organize a local bioblitz event to give kids and families an opportunity to get outside observing. Sounds intimidating if you've never hosted one before, but the fabulous citizen science folks at the California Academy of Sciences (organizers of the annual City Nature Challenge), are here to make it painless and fun. They've created an all-encompassing toolkit with everything you need to host your event; will provide training via webinar; and will be available for consultation as you pull your event together. The materials also include field guides for the most common species in in 6 different eco-regions across the U.S., and templates for creating your own local guides if desired.

Additionally, HHMI Tangled Bank Studios will provide selected libraries with a \$500 honorarium to help cover the costs of the event.

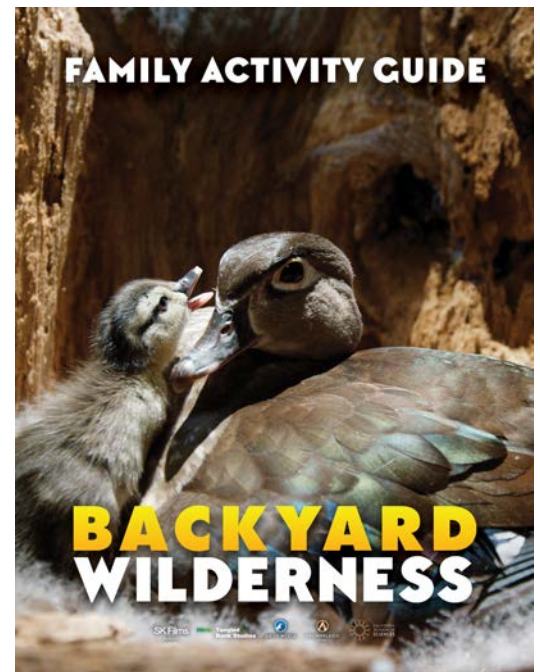
We encourage you to partner with other local institutions to help get the word out and make your event as successful as possible. Schools, camps, nature centers, scout troops, science museums and community centers make excellent partners.

## FAMILY ACTIVITY GUIDE

The Family Activity Guide is an extension of the exhibits—a way to let families continue the experience at home. They should be given out as part of your curated book exhibit, but they can also be utilized for fun, hands-on library-organized events.

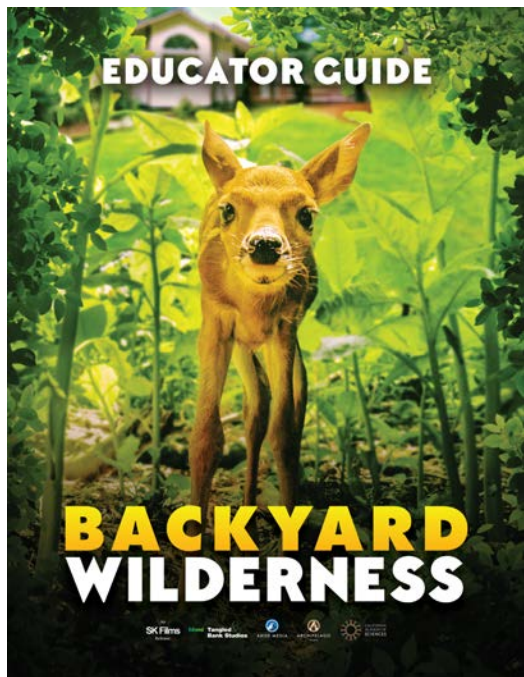
The activities encourage children to directly engage with nature through investigation and observation, in a safe and supportive environment. Families are encouraged to build on the children's curiosity and learn and play together.

The Family Activity Guide offers two activities: An insect observation—*because what kid doesn't love bugs*—and an observation-based nature walk. The activities are ideal for families and caregivers with children 3-10 years old, but can easily be adapted for younger or older children as well.



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## EDUCATOR GUIDE

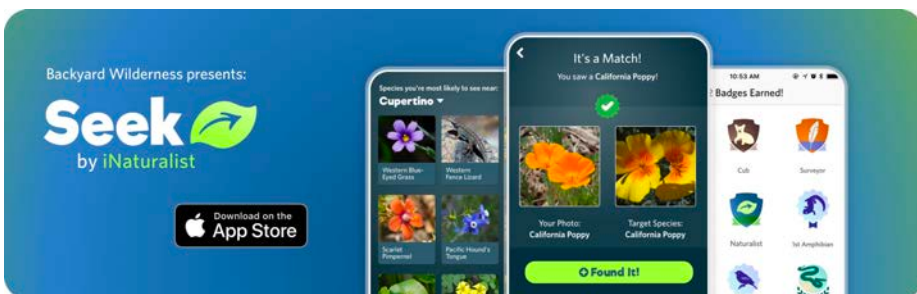
The Backyard Wilderness Educator Guide was created by HHMI Tangled Bank Studios and the California Academy of Sciences to promote outdoor exploration and learning. It is tied to NGSS standards, and the activities within have all been carefully designed to stimulate curiosity and engage students in data-driven, scientific investigation of the world around them.

The guide contains classroom and outdoor activities for grades 3-8, and as with the Family Activity Guide, there are many activities within it than can be easily adapted for library activity use—from Water Cycle role playing to scientific sketching to decomposition investigations.

## THE SEEK APP

**Seek** is a fun and educational scavenger hunt app that encourages outdoor exploration and learning by sending kids out to find, document and identify the wildlife around them. Choose from a list of nearby plants, animals, and fungi, and collect photos of as many species as you can!

- **Earn badges** as you photograph new species.
- **Become more engaged** with the wildlife around you.
- **Learn cool facts** about the critters and plants that live right in your own backyard.



Drawing from millions of wildlife observations on the wildly popular iNaturalist citizen science site and app, **Seek** offers up lists of commonly-recorded insects, birds, plants, amphibians, and more in your area. Use the maps and charts to determine what you want to look for, and snap a photo when you think you've found it. The image recognition software lets you know if you got it right and, if it's a match, adds it to your collection. The more your collection grows, the more badges you earn!

**Seek** is kid-safe and fun for families. No registration is involved, and no user data is collected. It's the perfect app for budding citizen scientists and families who want to spend more time exploring nature together.

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## CURATED BOOK EXHIBIT

This one we're leaving up to you, the experts. In conjunction with the Backyard Wilderness exhibit, we'd like you to curate and display an exhibit of ecology/nature-related books—everything from *The Very Hungry Caterpillar* to *Last Child In The Woods*. We're eager to promote the subject matter, and interested in seeing whether a curated exhibit in your library will result in increased circulation of these books. We'll ask you to send us a list of the books included in the exhibit, and provide us with information about how many times they were checked out compared to when they are not on special display.





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