About National Geographic

National Geographic Cinema Ventures/National Geographic Entertainment

National Geographic Cinema Ventures/National Geographic Entertainment is responsible for production and distribution of giant screen, 3-D and specialty films. Over the last decade, NGCV/NGE has produced or released a number of successful films, including Oscar-nominated documentaries “Restrepo” and “The Story of the Weeping Camel”; giant-screen award-winning films “Sea Monsters: A Prehistoric Adventure,” “U2 3D,” “Mysteries of Egypt” and “Forces of Nature”; and feature-length films “The Last Lions” and “Life in a Day.” Lisa Truitt is president of NGCV/NGE, and Mark Katz is president of NGCV/NGE distribution. For more information, visit www.nationalgeographic.com/movies.
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Dear Museum Educator,

National Geographic is proud to bring the film Pandas: The Journey Home to the world! You and your patrons will fall in love anew with this iconic, delightful creature and better understand the desperate plight of pandas in the wild.

The filmmakers of Pandas: The Journey Home were granted unprecedented access to the Wolong Panda Center in China to bring to light the extraordinary efforts of China to secure the panda’s future in the wild. The film follows the pandas at what could be a make-or-break milestone in their history and in the history of conservation itself. After decades of successful captive breeding, the reserve has hit its target number of 300 giant pandas and now must tackle the challenge of reintroducing breeding populations of the species to the wild.

This Education Outreach Toolkit provides assets to aid you with your institution’s educational outreach around Pandas: The Journey Home, including a letter to send to schools in your area about the film, a guide to using social media around the film, and educational ideas both large and small for engaging visitors of all ages.

Online at NatGeoEd.org/Pandas, you will find Giant Pandas: Into the Wild—a fun, educational game that engages young learners in preparing their own virtual pandas for release into the wild. This game is suitable in a variety of settings, both in and out of the classroom, and is usable on the web and on tablets. A Game-Based Educator Guide, also available at NatGeoEd.org/Pandas, provides background and instructions for using game-play to explore habitats and endangered species conservation with students in Grades K-6.

We hope you enjoy educating your patrons about this beloved animal!
Use the text on this page to create outreach letters to send to schools in your area.

Dear ________________________________,

The National Geographic film *Pandas: The Journey Home* is coming to your local giant screen theater! You and your students will fall in love anew with this iconic, delightful creature and better understand the desperate plight of pandas in the wild.

The giant panda is one of the rarest species on our planet. A shy, elusive, and gentle creature, the giant panda once ranged in great numbers between Beijing and the Himalayas. But now, after centuries of human expansion and destruction of their habitat, these animals are on the brink of extinction, with fewer than 1,600 remaining. *Pandas: The Journey Home* is a groundbreaking natural-history film, capturing—for the first time in 3D on the world’s largest screens—the highly endangered giant pandas living in Wolong National Nature Reserve in the People’s Republic of China. This new 3D/2D giant screen film experience gives audiences a unique glimpse into one of the most incredible conservation efforts in human history. The scientists’ goal: to increase the numbers in captivity and, far more ambitiously, to return pandas to the wild—their natural home.

Online at NatGeoEd.org/Pandas, you will find *Giant Pandas: Into the Wild*—a fun, educational game that engages young learners in preparing their own virtual pandas for release into the wild. This game is suitable in a variety of settings, both in and out of the classroom, and is usable on the web and on tablets. A Game-Based Educator Guide, also available at NatGeoEd.org/Pandas, provides background and instructions for using game-play to explore habitats and endangered species conservation with students in Grades K-6. Have students play the game before and after the film to enhance your *Pandas: The Journey Home* viewing experience.

Combined with the visual experience of the film and the expertise of our museum staff, *Pandas: The Journey Home* is sure to be an unforgettable and inspiring field trip experience.

**Reserve your tickets now by calling xxx-xxx-xxxx or visiting our website at (website here). We look forward to seeing you!**
Background Information About Giant Pandas

Giant pandas are native to central China and today make their home only in the remote mountainous areas of this region. They live in wet, misty coniferous and broadleaf forests with heavy bamboo growth. Their previous lowland forest habitats have been lost to farming and other development. Pandas are an endangered species, and it is estimated that there are only around 1,600 left in the wild.

Giant pandas are familiar to most for their characteristic black-and-white fur. As their name suggests, they are large animals, and they can weigh as much as 250 pounds and reach up to six feet in length. Pandas have lived in bamboo forests for thousands of years and have adapted to be highly-specialized bamboo eaters. One example of an adaptation is their large molars and strong jaws designed to chew the bamboo that makes up 99% of their diet. Because their food source is low on nutrients, most adult pandas have to eat between twenty and forty pounds of food each day, a task that can require ten to sixteen hours of foraging and eating.

Pandas can be difficult to observe in the remote areas where they live in the wild and much is not known about them. For example, pandas can live up to 35 years in captivity, but scientists are not sure how long pandas live in the wild. Scientists have long believed that giant pandas were solitary animals that only met during mating season. However, recent studies indicate that pandas’ home ranges overlap, and overlapping individuals will meet occasionally throughout the year.

Scientists have been better able to study giant pandas in captivity. Regardless of where they live, the vast majority of pandas belong to China, where they are considered a national treasure. Pandas cannot be bought or sold internationally, but China does “lease” pandas out to other countries. These pandas are housed in zoos to be bred and to raise awareness of the pandas’ plight as an endangered species. As part of the lease agreement, any panda babies born from leased pandas also belong to China and are to be returned there when they reach a certain age, usually around age 2. The United States pays approximately up to $550,000 dollars a year for each pair of pandas that lives in the United States, currently at the National Zoo, the San Diego Zoo, the Atlanta Zoo, and the Memphis Zoo. The funds are used to support giant panda reserves in China. The breeding programs at these reserves are part of a massive conservation effort to keep pandas from going extinct and to increase their numbers in the wild. Today there are more than 300 giant pandas in captivity around the world, mostly in China.

Wolong National Nature Reserve in China is a major breeding center for the giant panda. The reserve was established in 1963 to help save the dwindling panda population, and is arguably the most successful breeding program for giant pandas in the world. Almost 500,000 acres in size, Wolong houses captive pandas and pandas bred in captivity in its breeding center, as well as wild pandas that reside within the reserve. After decades of captive breeding, the reserve hit its target number of giant pandas and is now meeting the challenge of reintroducing breeding populations of the species to the wild.
Educational Activities

Small Ideas

Use these quick, five- to ten-minute activities before or after the movie to engage museum patrons in the topic.

Giant Pandas Information Session

Use the Background Information About Giant Pandas section at the beginning of this toolkit to brush up on your panda knowledge and host an information session immediately before the film viewing. Make the information session as interactive as possible. For example, instead of telling patrons how many pandas live in the wild, ask them what they think.

Giant Pandas Range

1. Print out the panda range maps found at the end of this guide in the Appendix. Laminate them, if possible.

2. Show Map 1 of China without the panda range and make sure patrons understand they are seeing detailed topography, or surface features of land, in China. Ask: Where do you think pandas live? Have patrons point out possible panda habitats on the map, and ask them to explain their reasoning.

3. Show Map 2 of China with the current panda range. Explain that the orange indicates areas where pandas currently live in the wild. Ask: What surprises or doesn’t surprise you about where pandas live?

4. Show Map 3 of China with the historic panda range. Explain that giant pandas once lived across southeastern China. But as humans developed the valleys, pandas lost most of their habitat and food. Their once expansive habitat has been greatly reduced to smaller, disconnected patches. The giant panda is an endangered species, and efforts to protect its habitat are vital to panda survival. Today, about 1,600 pandas live in the wild in China.

5. Extend the learning: If you have Internet access, use the National Geographic MapMaker Interactive (NatGeoEd.org/mapmaker-interactive) to analyze land cover within the giant panda’s range. In the Themes tab, expand the Environment and Society section. Check the boxes for Giant Panda Range and for Land Cover and adjust the transparency and zoom, as needed.

The Reintroduction of Xiang Xiang

1. Show a 5-minute video about panda Xiang Xiang’s reintroduction (NatGeoEd.org/panda-reintroduction). Xiang Xiang is mentioned in Pandas: The Journey Home as the panda that was released before Tao Tao.

2. Compare and contrast Xiang Xiang’s release with Tao Tao’s. Ask: How were their releases the same? How were they different? What did the researchers in the film learn from Xiang Xiang’s release?
Giant Panda Math

1. Ask: *How much do you think a panda eats every day?* Explain that pandas need to eat up to 15% of their body weight each day. Tell patrons that pandas can weigh up to 300 lbs (136 kg). Ask: *If a panda weighed 300 lbs (136 kg), and needed to eat 15% of its body weight, how much would a panda need to eat each day?* Invite volunteers to share their answers, and then share that a 300 lb (136 kg) panda would need to eat 45 lbs (20.4 kg) of food each day.

2. Provide a weight that is 45 lbs (20.5 kg) so patrons may gain an understanding of the amount of food a panda eats per day. Invite a volunteer to safely try to lift it.

Captive Breeding Programs

1. Ask patrons to share how they feel about zoos. Ask: *Do you think zoos serve important purposes? Are you opposed to zoos?* Have patrons explain their answers. Their opinions may vary widely.

2. Ask: *Why are giant pandas an endangered species?* Explain that pandas lost most of their habitat and food due to humans developing the valleys in southeastern China and now number only about 1,600 in the wild.

3. Explain that many zoos and other institutions like Wolong National Nature Reserve in China are involved in captive breeding programs. These programs work to try to breed endangered or threatened animals with the following purposes: to create a sizable, stable, and healthy population in order to avoid extinction; and to reintroduce species back into their natural habitats, when conditions allow.

4. Share that captive breeding has saved some species from extinction. Restate the goals of the Wolong National Nature Reserve in China, which you can find in the Background Information About Giant Pandas section of this toolkit.

5. Survey patrons again about their opinions of zoos. Ask: *How has your opinion about the value of zoos and other institutions with captive breeding programs changed, if at all? Why*?
Big Ideas

Using the Game Giant Pandas: Into the Wild on the Museum Floor

Giant Pandas: Into the Wild (NatGeoEd.org/pandas) is an online game that challenges players to design a giant panda wildlife reserve that is suitable for panda health and happiness and prepares them for release into the wild. Players make decisions based on factors such as environment, availability of resources, and cost. The goal of the game is to engage players in decision-making around an endangered species and to raise awareness about giant pandas and the need for conservation.

Museums, science centers, zoos, and aquariums can provide access to the game at kiosks or computer stations set up at the facility. Independent play can be supported in this setting through display text and related exhibits. Docents or educators can interact with visitors to answer their questions and to encourage thoughtful play. Museums can also host events at which visitors play the game, followed by discussion, comparison of outcomes, and related activities.

You can also encourage educators to have students play the game in the classroom or at home before and/or after their field trip to your facility. An educator guide is available to help educators use game-play to explore habitats and endangered species conservation with students in Grades K-6 (NatGeoEd.org/pandas-ed-guide).

Planning a Giant Panda Conservation Community Event

Host a special evening event and screening of the film for members of the community and local media. Invite local conservation experts to speak before the film or to participate in a group panel afterward. And get the community to take action! Share with attendees that National Geographic is helping to raise money for panda conservation efforts and they can help. Patrons can text PANDA to 50555 to contribute $10 towards a grant that National Geographic will award to the World Wildlife Fund for one of its panda conservation programs, details of which can be found at ngpandas.com.

Before and after the film, use some of the educational activities in the Small Ideas section, as appropriate. If possible, also stream live panda cams of some of the world’s pandas:

Chengdu Research Base of Giant Panda Breeding: http://en.ipanda.com/live/
The National Zoo: http://nationalzoo.si.edu/animals/webcams/giant-panda.cfm
The San Diego Zoo: http://zoo.sandiegozoo.org/cams/panda-cam
The Atlanta Zoo: http://www.zooatlanta.org/1212/panda_cam#ff_s=nFd3

Technology Requirements for the Game

Giant Pandas: Into the Wild requires an Internet-connected computer or tablet for each player or group of players. Supported Internet browsers include Internet Explorer 9+, Safari 6+, Firefox 23+, and Chrome 28+. Tablets must have an iOS 6+ or Android 4+ operating system.
Using Media and Social Media to Engage Audiences

Use social media to excite your community about opportunities for an inspiring field trip experience. Raise awareness about panda conservation, and share logistical information about the educational opportunities your museum provides.

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Facebook.com/NatGeoMovies</th>
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<tbody>
<tr>
<td>Twitter</td>
<td>@NatGeoMovies</td>
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<tr>
<td>Hashtag for film</td>
<td>#PandaFilm</td>
</tr>
<tr>
<td>Theater map</td>
<td><a href="http://bit.ly/1dbNamn">http://bit.ly/1dbNamn</a></td>
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</tbody>
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For more information on *Pandas: The Journey Home*, including theater listings, links to the trailer, and behind-the-scenes videos, visit NGpandas.com. For the game and game-based educator guide, visit NatGeoEd.org/pandas.

**How to Use Social Media**

*Shorter is better.* You have seconds to capture people’s attention. Try to use the most interesting information. Posts should never be more than two to three sentences.

*Always include a link.* The goal is to get teachers and students to see the film *Pandas: The Journey Home*, so help educate your audience. They may be most interested in content knowledge. Look for links that teach people about giant pandas and/or why it’s important to learn about them.

*Try to be cute or clever.* The idea is to grab attention. Sometimes the best post does not include the most important information but instead the most interesting information. Make your posts interesting and attention-grabbing for the most success.

*Try to include something visual.* People typically respond more to pictures and videos than just text. Consider including the trailer or a link to photos that have been released from the film.

*Time your posts well.* When do you want people coming in to see the film or participating in your event? Consider when the most ideal time is to use social media to promote the film or your event. This may be long-term, meaning the weeks leading up to the event, or several days before tickets become available for a showing. Think also about your target audience. While middle and high school students typically use social media after school hours and on weekends, adults are typically using social media during work hours. Posting first thing in the morning is often a good strategy, as is avoiding lag times like the weekend. Think about your audience first, then time your posts and content appropriately.
Suggestions by Platform

Facebook

- Create a list of influential or topic-relevant people, groups, and organizations on Facebook. "Like" these pages and then tag them directly in your posts. Create a tailored message for each person/group you target.

- Try to find an article or resource that you personally find interesting. Odds are, others will too. Remember to include a link.

- Keep messages light-hearted. They can be serious in nature, but negative posts do not represent your brand and are generally not well-received.

- Make sure you are also being a good community member and sharing resources you find on other people's pages. The more people/groups you can interact with, the better. Your network will grow and you will build a good reputation. Both will help you achieve your goals.

- Hashtags are now available to use on Facebook. Be sure to include hashtags in your posts to increase the likelihood people will see them. You should always use *Pandas: The Journey Home*-relevant hashtags, such as #PandaFilm. However, you should also use resource-relevant hashtags. If you are posting about giant panda conservation for example, use #animals, #conservation, and #geography in addition to the hashtags related to *Pandas: The Journey Home*.

Sample Facebook Posts

- Fun fact: A newborn #panda weighs only 90-130 grams & is the size of a stick of butter. That makes them 1/900th the size of their mother! Learn more about these gentle giants in National Geographic's latest giant-screen film, *Pandas: The Journey Home*. #PandaFilm http://bit.ly/MAMBw6

- The rarest creature in the bear family, the giant panda is found in the wild only in the remote mountains in China. But you don't have to travel all the way there to see them! Catch them on the giant screen in National Geographic's latest film, *Pandas: The Journey Home*. #PandaFilm http://bit.ly/MAMBw6

- Did you know a giant panda eats 28 pounds (12.4 kg) of bamboo each day? That equates to 12 hours per day spent eating! Two physical attributes—broad, flat molar teeth and an enlarged wrist bone used for plucking bamboo stalks—make this amount of eating possible. Learn more about pandas in National Geographic's 3D film, *Pandas: The Journey Home*, now playing on the big screen! NGPandaFilm.com #PandaFilm

- One of the world's most threatened species, the giant panda has become a universal symbol of conservation and endangered animals. Today, there are less than 2,000 pandas in the wild, the majority of which are found in China. Come experience what makes these animals so special and why their protection is so vital. See more at NGPandaFilm.com.

**Twitter**

• Always include a link to an interesting article or resource. To give you the most space in your tweet, always shorten the link using a service like Hootsuite or Bitly.

• Follow as many influential or topic-relevant people, groups, and organizations on Twitter as possible. Following others helps in two big ways:
  - Generally, when you follow a person or group on Twitter, they will follow you back. That leads to instant growth in your network and audience.
  - The more topic-relevant people you follow, the more interesting news, articles, and resources will be delivered right to your home feed. This makes it easier for you to share regularly.

• Be sure to include hashtags in your posts to increase the likelihood people will see them. You should always use *Pandas: The Journey Home*-relevant hashtags, such as #PandaFilm. However, you should also use resource-relevant hashtags. If you are posting about giant panda conservation for example, use #animals, #conservation, and #geography in addition to the *Pandas: The Journey Home*-relevant hashtags. Sometimes you’ll only have room for one hashtag, or even none at all. Use them when you can.

• With Tweets, the most important thing is to be short and interesting. People give tweets less time than they do any other form of messaging. Yet, it can be a much more powerful tool than other platforms. You want to grab peoples’ attention as quickly as possible. Tweets that make good quotes are also very successful.

**Sample Tweets**

• #DidYouKnow, Pandas can weigh up to 300 pounds (136 kg)! Learn more about #pandas in @NatGeoMovies’ #PandaFilm http://ow.ly/tC0tf

• #Pandas are shy, solitary animals that roam in remote bamboo forests & mountains in China. See one for yourself in @NatGeoMovies’ #PandaFilm

• A newborn #panda weighs only 90-130 grams & is the size of a stick of butter. That makes them 1/900th the size of their mother! #PandaFilm

• There are ~720 #pandas in the #Minshan #Mountains, 45% of the total wild population! #PandaFilm #geography #conservation

• What’s that SMELL?! #panda keepers must wear panda outfits & cover themselves with panda pee & poo to minimize human contact! #PandaFilm
There are less than 2,000 #pandas left in the wild. See one panda’s incredible return to the wild in #PandaFilm http://ow.ly/tC0tf

Because who doesn’t love pandas? http://ow.ly/tC0tf #PandaFilm

Prepare to fall in love. http://bit.ly/MAMBw6 Now playing on the #GiantScreen. #PandaFilm

Conservation Efforts Around the Film

Use Pandas: The Journey Home to involve patrons in real-world conservation efforts. Patrons can text PANDA to 50555 to contribute $10 towards a grant that National Geographic will award to the World Wildlife Fund for one of its panda conservation programs, details of which can be found at ngpandas.com.

Sample Facebook Post

There are less than 2,000 pandas left living in the wild. Habitat destruction is one of the biggest threats to giant pandas. Want to help? Text PANDA to 50555 to donate $10. Your contribution will go towards conserving their habitat and ensuring a population of pandas for years to come!

Sample Tweet

There are less than 2,000 pandas left in the wild. Want to help? Text #panda to 50555 to donate $10 to their habitat conservation. #PandaFilm

Newsletters

If you have a newsletter or listserv, consider using the following suggested text to let your readers know about Pandas: The Journey Home.

(55 words)

Pandas: The Journey Home invites audiences to witness all of the extraordinary efforts to save giant pandas and reintroduce them to the wild. With the species excruciatingly close to extinction, Pandas: The Journey Home is an extraordinary picture of how pandas live and the astonishing measures conservationists are taking to ensure their future.

(73 words)

Pandas: The Journey Home is a true exploration of the environment giant pandas are being equipped to live in, taking audiences to the center of the fight to reveal the incredible lengths researchers are going to in order to save them from extinction. Pandas: The Journey Home follows China’s quest to save the giant panda from extinction and the remarkable process leading to the release of a young male panda into the wild.

(92 words)

The giant panda is one of the rarest species on our planet. A shy, elusive, and gentle creature, they once ranged in great numbers between Beijing and the Himalayas. But now, after centuries of human expansion and destruction of their habitat, the giant pandas are on the brink of extinction with only about 1,600 remaining. Pandas: The Journey Home, a groundbreaking natural-history film, captures for the first time the highly endangered giant pandas living in Wolong National Nature Reserve in the People’s Republic of China. See it in 3D on the world’s largest screens.
Appendix: Panda Range Maps

Map 1: China
This map shows the current range of the giant panda. Giant pandas once lived across southeastern China. But as humans developed the valleys, pandas lost most of their habitat and food. Their once expansive habitat has been greatly reduced to smaller, disconnected patches. The giant panda is an endangered species, and efforts to protect its habitat are vital to panda survival. Today, about 1,600 pandas live in the wild in China.

Map 3: Historic Giant Panda Range

This map shows the historic range of the giant panda. Giant pandas once lived across southeastern China. They may possibly have ranged as far south as northern Myanmar and northern Vietnam and stretching north almost to Beijing. Although today they live only in wet, misty coniferous and broadleaf forests, they previously also made their home in lowland forest habitats.

Data Source: Colby Loucks, WWF