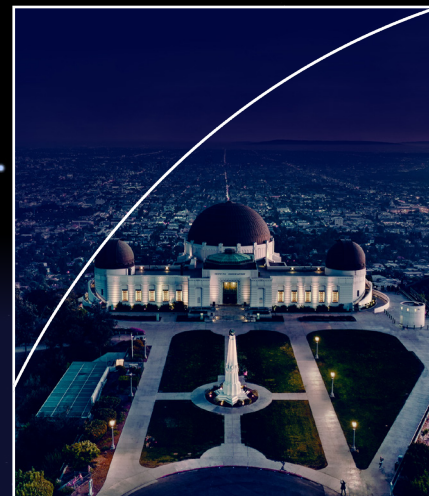


# GRIFFITH OBSERVATORY FOUNDATION

## 2022 Year-in-Review





## Dear Stakeholders and Friends,

Griffith Observatory Foundation has become so much more than a non-profit organization. Thanks to your contributions and enthusiasm, this is a community. Together we are realizing Griffith Observatory's founding vision of free and accessible public astronomy for all.

As we look back at the accomplishments of 2022, we can see Griffith Observatory delivering on its mission more widely and effectively than ever before. Our proudest example of this is the expansion of the Observatory's signature School Programs. In its first full academic year, the Online School Program saw over 118,000 student interactions—almost entirely from Title I schools. The In-Person School Program will resume in the coming months, after having been shut down due to the pandemic, and the two will run in tandem to provide the most robust S.T.E.A.M. (Science, Technology, Engineering, Arts, and Mathematics) programming in the rich history of the Observatory's educational offerings.

With the 2028 Olympics coming to Los Angeles, greater attention than ever will be focused on the Observatory. In 2022, we embarked on a strategic planning process to prepare this great institution to shine brightly on the world stage. The plan means new possibilities for the Observatory in innovation, reach, and influence. A summary of this plan is included among the pages that follow.

Thank you for your generosity, your trust, and your commitment,

A handwritten signature in cursive script that reads "Ann Marie Bedtke".

Ann Marie Bedtke  
Executive Director  
Griffith Observatory Foundation







## **Vision for this Plan**

This strategic plan is focused on amplifying the impact of Griffith Observatory by building community and resources.

Griffith Observatory aims to humanize astronomy and build science literacy through astronomical experiences in a one-of-a-kind location.

This plan represents the Observatory and the Foundation's work to increase local impact, global reach, community ownership, and expand the audience for our cosmic content.

## Griffith Observatory Goals and Objectives

### 1. Enhance and expand programming

This goal represents Griffith Observatory's desire to build internal production capabilities. These objectives allow us to enhance and update exhibits, create more cosmic content, and increase the ability of Griffith Observatory to inspire with science.

### 2. Enhance visitor and supporter experience

This goal represents Griffith Observatory's unique ability to attract visitors. As more people visit our site, we shall ensure we show our core value of inclusiveness; Griffith Observatory is for everyone. Additionally, onsite upgrades will allow us to invite more people to interact with Griffith Observatory online.

### 3. Promote education and science literacy by bringing experiences with astronomy to more people

An important part of the mission of Griffith Observatory is inspiring interest and appreciation for science and astronomy through hands-on experiences and interactions. This starts with the young learners of Los Angeles. By expanding our educational offerings to include programming off the hill and in the community, we aim to reach more people.

### 4. Expand the audience for our cosmic content

This goal aims to build our digital communication capabilities with the aim of inspiring more people about astronomy and science.

# STRATEGIC PLAN 2023-2028

## Foundation Goals and Objectives

### 1. Building new local connections to increase capabilities and impact

Our success lies in our ability to build alliances, connections, and capabilities supporting Griffith Observatory's mission. We seek to build influence in Los Angeles first, giving us a foundation for broader reach.

### 2. Building and increasing ongoing community support

Raising significant funds lies in our ability to develop a philanthropic community. Our goals are to move beyond one-off and transactional fundraising, to develop ongoing streams of support based on: relationships, an understanding of the value of Griffith Observatory, and a sense of belonging.

### 3. Creating experiences to inspire and expand our community

The heart and soul of Griffith Observatory is that it is a unique experience. We aim to create more of those experiences to inspire our community, build a sense of belonging, and offer opportunities to support the mission of Griffith Observatory.

### 4. Creating partnerships to bring Griffith Observatory to more people

Three core values of Griffith Observatory are to be public, inclusive, and inspiring, making us a strong partner. We recognize that we can create funding and resource partnerships to further our educational mission.

### 5. Building a global audience for Griffith Observatory

In addition to amplifying the content and work of Griffith Observatory, this goal is designed to increase the audience for support. We recognize that a strong communications presence can build Griffith Observatory's brand and influence, communicate the need for support, and show potential partners Griffith Observatory and its community in action.



# Signs of Life

*Signs of Life* is Griffith Observatory's new signature show now playing in the Samuel Oschin Planetarium. The show premiered in May 2022 to great public reception and media coverage that reached over 43 million people.

Produced by a team of the world's top artists, scientists, and astronomers, *Signs of Life* immerses audiences in the environments and conditions that put life in the universe. Earth is the launchpad to Mars, the moons of Jupiter and Saturn, and planets beyond our Milky Way Galaxy in a search for answers to the mysteries that captivate our imagination.



**Become a Foundation member** to enjoy advance ticket reservations, parking, and priority seating. You will also know that you are supporting Griffith Observatory and the inspiration and resources it provides to millions of people across this great basin and around the world.

---

## THE NUMBERS

---

SHOW RUN-TIME:

**34**  
MINUTES

INDIVIDUAL FRAMES IN  
SHOW:

**122,769**

FINAL SHOW SIZE IN  
FULL 8K:

**13**  
TERABYTES

**Seven** NASA interplanetary space probes and rovers have been carefully modeled and deployed in *Signs of Life: Cassini, Juno, Mars Reconnaissance Orbiter, Voyager, Mariner 4, Curiosity, and Mars 2020 Rover*.

We travel about **360,000** light-years in the course of *Signs of Life*. To accomplish that in the real world, we would need to travel at the (impossible) average speed of six billion times the speed of light.

Approximately **120,000** accurately-placed individual stars were created in the digital Milky Way Galaxy. Those are the stars through which the audience flies. That's a huge number, but in the real galaxy, there are at least 2,000 times more.



---

## THE MUSIC

---

The music in *Signs of Life* creates wonder, magic, and emotion and is a lead character in its own right. Emmy Award-winning music and audio producer Scott Liggett and internationally acclaimed artist and composer Alan Ett have a history of working with the Observatory. They composed the brilliant and memorable music for *Centered in the Universe*. This time they teamed up with composer Dan Radlauer to create the music score for *Signs of Life* and produced an evocative and emotional soundscape that greatly enhances the visual work of the artistic team.

The soundtrack is available for purchase on [Apple Music](#) and [Amazon Music](#).





# INFINITY FESTIVAL HOLLYWOOD

Among its many accolades, the team behind *Signs of Life* was invited to give a panel conversation at Infinity Festival, an annual, multi-day event that celebrates story enabled by technology.

Moderated by Griffith Observatory Foundation Executive Director Ann Marie Bedtke, the panel was called *Art and Science Converge: Signs of Life, An Astronomical Detective Story from Griffith Observatory*.



Panel from left to right:

Bob Niemack, *Signs of Life*  
Director/Producer/Writer

Ann Marie Bedtke, Griffith  
Observatory Foundation  
Executive Director

Dr. E.C. Krupp, *Signs of Life*  
Executive Producer/Writer,  
Griffith Observatory Director

Gee Yeung, *Signs of Life* VFX  
Supervisor



## 2022 HIGHLIGHTS

# GRIFFITH OBSERVATORY ONLINE SCHOOL PROGRAM

115,892

STUDENT INTERACTIONS  
IN 2022

Glimpse the Online School Program in this recently recorded [virtual showcase](#), which includes portions of the newly minted fifth and final module that is going live to student participants in 2023.

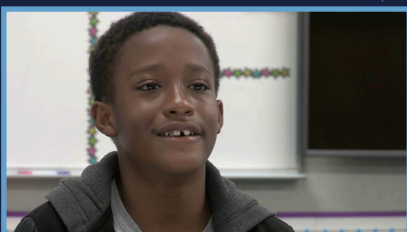
WATCH THE PRESENTATION

Enjoy some [sample materials](#) developed especially for participating students and educators.

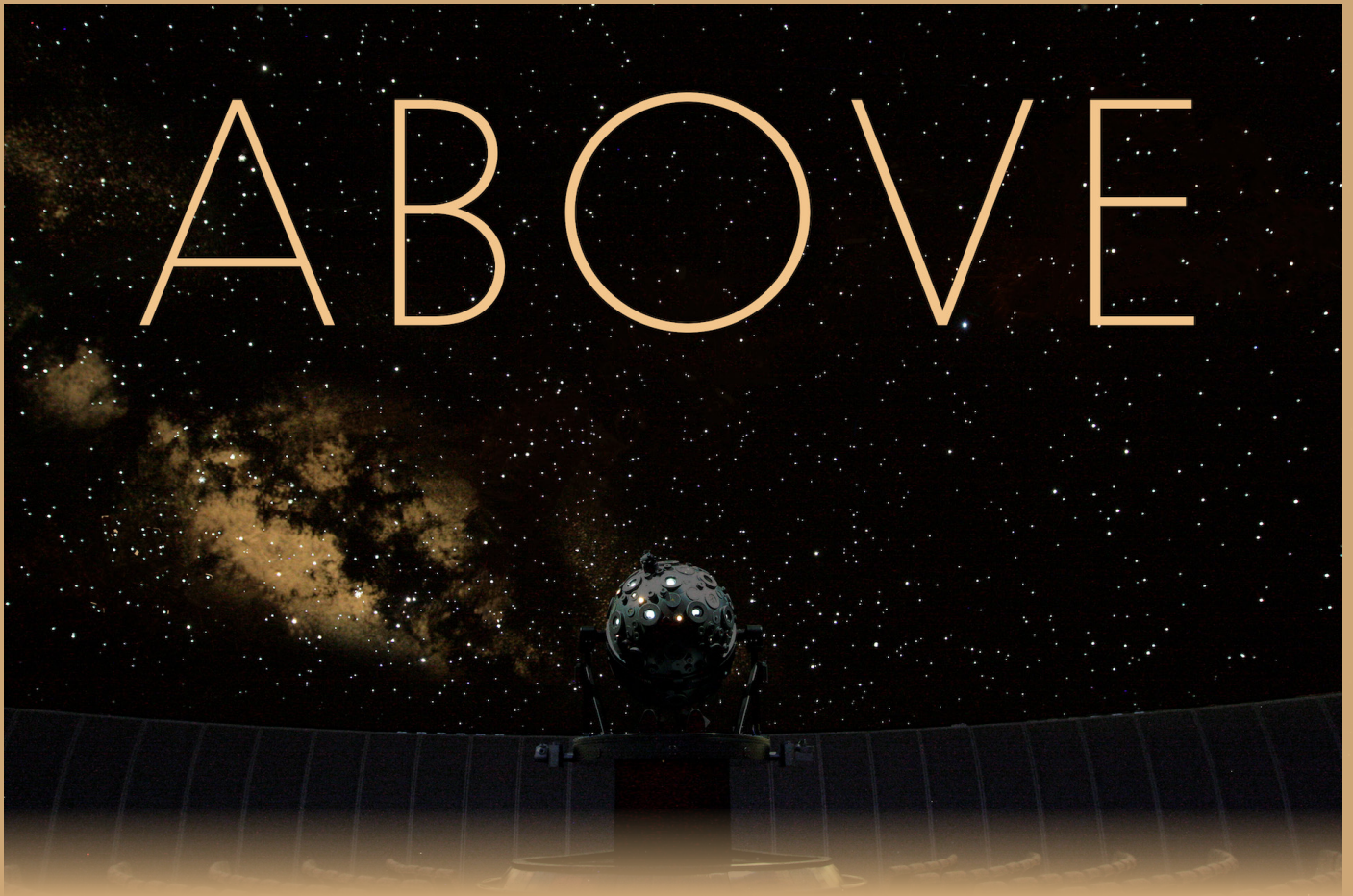
SAMPLE MATERIALS

If you only have time for a super short video highlighting the impact of these programs, take two minutes to [hear directly from Online School Program participants](#).

HEAR FROM THE STUDENTS



# Star-Studded Events



A new series launched this past year that captivated imaginations and sold out every show. ABOVE showcases the Observatory's celebration of live storytelling and the technology at the heart of Griffith Observatory:

The Zeiss Universarium Mark IX star projector. The Zeiss uses fiber-optic technology and sophisticated computerization to show the Sun, Moon, stars, and planets from any place on Earth and at any time tens of thousands of years in the past and future.

The first year of ABOVE explores the seasonal constellations and is presented live by Griffith Observatory Director Dr. E.C. Krupp.

The final installment in this four-part series will take place on **February 27, 2023** with the winter constellations. ABOVE will renew for a second series in 2023 and the unifying theme of the next year will be announced soon.



# Star-Studded Events

Every year, the Foundation welcomes partners to host their special events at Griffith Observatory. In 2022, two standouts included Caltech and NBCUniversal.



Caltech hosted the 11th Conference on the Inspiration of Astronomical Phenomena, which focuses on the intersection of science, humanities, art, and culture. Scholars from various, disparate disciplines interact, gain new perspectives, and establish novel collaborations while informing and inspiring the general public.

**Many of the talks may be viewed online** including those that were presented in the Leonard Nimoy Event Horizon theater at Griffith Observatory.

---

## *E.T. the Extra-Terrestrial 40th Anniversary Celebration*



NBCUniversal brought the 40th anniversary celebration of *E.T. the Extra-Terrestrial* to Griffith Observatory. Selfie stations and merchandise lined exhibit halls and the main event: a screening of the beloved film in the Leonard Nimoy Event Horizon Theater.



To discuss bringing your special event to Griffith Observatory, please contact:  
[experiences@GriffithObservatoryFoundation.org](mailto:experiences@GriffithObservatoryFoundation.org)

# Volunteer Leadership

In 2022, [Griffith Observatory Foundation volunteers](#) led initiatives that increased our presence in the community, our value to members, and our overall capacity to pursue our mission.

## Spotlight: Kate Kiley, Tours Team Lead

Voted Volunteer of the Year by her peers, Kate Kiley helmed the effort to develop a team of volunteer tour guides. She first created training materials with guidance from Griffith Observatory programming staff. Kate then went on to train a cohort of volunteer tour guides, deliver seven successful weeks of Member Tours last fall, and fulfill requests to support cultivation throughout the year.



*Why did you pursue volunteering with the Foundation?*

When I moved to Los Angeles, I was in search of a way to become involved in the community and develop myself in the cultural institution sector. I remembered a friend taking me to Griffith Observatory years before and I just knew it would be a good fit. The Observatory continues to amaze me on many levels. I love the history of the place and the inclusive and impactful experience it provides visitors.

*Please tell us a little bit about building the Tours Team.*

The first phase of building the tours team involved gathering key research on the exhibits and architecture. From there, I developed an outline that structured the information Tour Guides needed to learn to give a formal tour.

*What is most fulfilling about volunteering with the Foundation?*

The opportunities to build relationships and connect with wonderful people.

*What is your favorite exhibit at Griffith Observatory?*

Although I find many exhibits intriguing, the Samuel Oschin Planetarium is very special. Each time I visit, the lectures and shows exceed my expectations. I always feel transported.



## Thank You, Volunteers!

Pictured: Volunteer Appreciation Night during the Lunar Occultation of Mars in December, the winners of the evening's scavenger hunt.

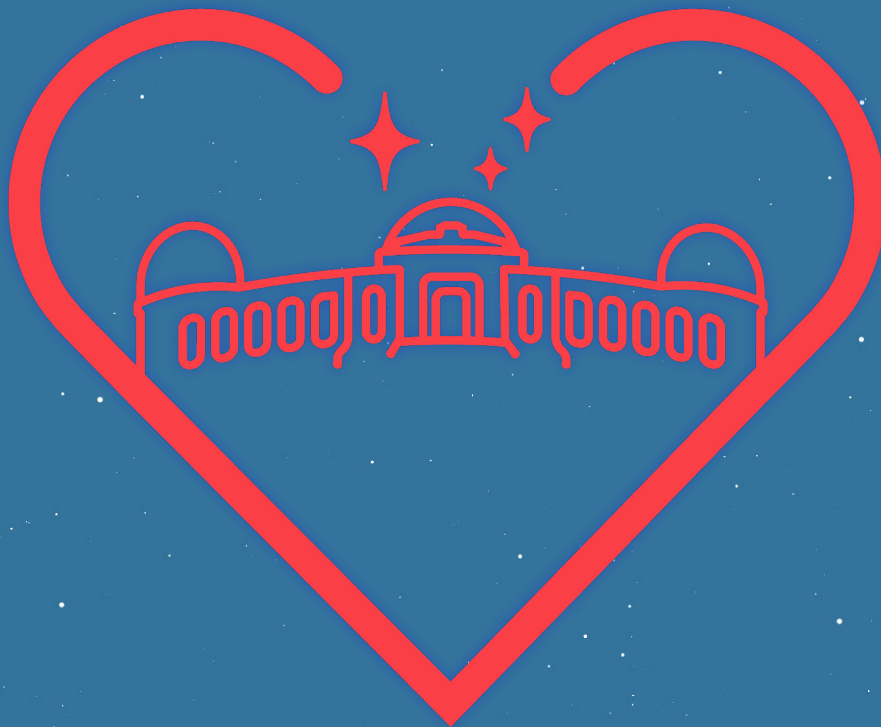
[Apply to become a Foundation volunteer.](#)



# GIVING TUESDAY

Thanks to a generous grant from the Ella Fitzgerald Charitable Foundation, we had a matching opportunity during our Giving Tuesday campaign. Contributions came pouring in, many from first-time supporters, and we exceeded the minimum matching requirement to unlock the full amount of funds available to us.

Thank you to everyone who participated in making this mission a success!



## Partners & Supporters

### BOARD OF DIRECTORS

Terri Bloomgarden  
André Bormanis  
Christina Del Villar  
Ethan Eller  
Eve Haberfield  
Alan Kaye  
Danish Khan  
Tricia Nelson  
Lowell Orren  
David Primes  
Vicke Selk  
Rich Semler  
Grady Smith  
McKinley Tennyson  
Charles Wilmot

### BOARD EMERITI

Win Bowen  
Natalie Evans  
Van Griffith  
Kara Knack  
Joy Picus

### LIFETIME MEMBERS

Susan Bay Nimoy  
Linda Duttonhaver  
Jerry and Lorraine Factor  
David Gold and Caryn Espo  
Suzanne Gottlieb  
Richard and Lois Gunther  
Margaret La Kretz-Blume  
Morton La Kretz  
Lynda Oschin, The Mr. and Mrs.  
Samuel Oschin Family Foundation  
Ann Marie and Jack C. Wilder

### \$50,000 & ABOVE

Ben B. and Joyce E. Eisenberg Foundation  
Getty Foundation  
NBCUniversal  
Orr Family Foundation  
The Boeing Company  
The Ralph M. Parsons Foundation  
Windsong Trust

### \$10,000 & ABOVE

Amazon  
Susan Bay Nimoy  
BCM Foundation  
Terri and David Bloomgarden  
Capital Group  
Carl W. Johnson Foundation  
Kathy Henkel  
Jess and Palma Morgan Foundation  
Laura and Les Landau  
Maurice Amado Foundation  
MUFG Union Bank Foundation  
Steinmetz Foundation  
Joan Seidel  
XPRIZE Foundation



## Partners & Supporters

### \$5,000 & ABOVE

André Bormanis and Miche Donjacour  
Ella Fitzgerald Charitable Foundation  
Sandra and Howard Einberg  
Lorraine and Jerry Factor  
Libby Ghekiere  
Anita Goswami and Tom Wilson  
Richard and Lois Gunther  
Eve Haberfield and David Johnson  
Alan and Doreen Kaye  
Hongpyo and Julie Lee  
Janet Marott  
Tricia Nelson  
Dana Noble  
David and Joyce Primes  
Rotary Club of Beverly Hills  
Salter Family Charitable Foundation  
Rich and Ellyn Semler  
The Milano Foundation  
Doug and Sue Upshaw  
Wells Fargo Bank

### \$1,000 & ABOVE

Agnes Ambrus  
Peter and Berit Andreone  
Michele and Travis Beacham  
Martin and Gina Bell  
David and Amber Bendrihem  
Don and Judy Bogart  
Juan Capdet III  
Christopher Conrad  
Edison International  
Barry and Irena Gernstein  
Marcus Gill and Cassandra Clark  
Elaine and Alan Greengard  
Jacqueline Gutierrez and Francisco Flores  
Ellen Hollander and A Hollander-Urbach

### \$1,000 & ABOVE CONT...

Jeffrey Horn and Laurie Zaks  
Kara Knack and Darryl Winseman  
Chris Laib and Lon Wahlstrom  
Les Lazar and Roberta Dwoskin  
Eric Lesser  
Janet Levy and Michael Ross  
Joan and James Lindsey  
James Lintott and May Liang  
Ronald and Gianna Lozano  
Nancy Mitchell  
Bill Nye  
Robinson O'Brien-Bours  
Chris Pahl  
Joy and Gerry Picus  
Rohit Rai  
Bruce and Madeline Ramer  
Kevin Randolph and Oscar Arroyo  
Samuel Rodriguez and Amy Limas  
Robert Rosenberg  
Jared Ruga  
Barbara Sanborn  
Vicke and John Selk  
Julie Shaperman  
Sidney Stern Memorial Trust  
Keith and Cecilia Terasaki  
Ann Marie and Jack C. Wilder  
Roy and Ana Williams

## Infinity Society

Forward-thinking donors ensure their legacy through estate planning. Griffith Observatory was founded on this type of giving. Los Angeles resident and philanthropist Griffith J. Griffith knew how he wanted to make his mark: by funding a public observatory where everyone would have the opportunity to observe, ponder, and understand the sky. He left a gift in his will for the City of Los Angeles to be used for the construction of Griffith Observatory, which has remained free to the public since it opened in 1935.

Don and Nancy Farra  
Janet Hoult  
Mark L. Hummer  
Kara Knack and Darryl Winseman  
Chris Laib  
Inez Lopez

Charley and Shirley Mims  
Chris Pahl  
Alaina and Aditya Rajagopal  
Grady and Shelley Smith  
Donald Weitzman

## Vanguard Society

Vanguard Society is the premier philanthropic group at Griffith Observatory Foundation ensuring Griffith Observatory can weather any storm and sustain this iconic Los Angeles institution for generations to come.

Nancy Clark  
Barry and Irena Gernstein  
Libby Ghekiere  
Anita Goswami and Tom Wilson  
Richard and Lois Gunther  
Kathy Henkel  
Laura and Les Landau

Hongpyo and Julie Lee  
Scott and Valerie Milano  
Dana Noble  
Michael Salter  
Adam Teshinsky  
Doug and Sue Upshaw

To discuss how you can make a meaningful and lasting impact, please contact Sarah Vanderwood, Development Associate:  
[development@GriffithObservatoryFoundation.org](mailto:development@GriffithObservatoryFoundation.org)