



## ***Peanuts* Naturally Festival** Resource Guide and Planner

This guide is designed to help you plan for the *Peanuts* Naturally Festival at your site. We hope you use the checklist and information included to help prepare.

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## Preparing for Your *Peanuts Naturally* Festival

The Museum offers two different *Peanuts Naturally* Festivals: an art festival focused on the second-grade art standards taught in California schools and an environmental science festival. Each *Peanuts Naturally* Festival is a partnership between the Schulz Museum and the host site. The Museum provides educators and materials to set up exploration and activity stations at your site.

The site provides the appropriate space, tables, and 10-15 volunteers to facilitate the stations for each session.

### **Checklist: Before the Festival:**

**Ensure you complete and check off each item on this list.**

☐ **Contact and Communication:**

- Select a contact person to communicate with the Museum educator and to distribute information to teachers.

☐ **Set a Schedule for the Festival:**

- Set a schedule for students to experience the Festival for 45-60-minutes with no more than 150 people at one time.
- If you schedule more than one session, we require 15-minute breaks between sessions and a 45-minute lunch break if the Festival is at your site for more than 3 hours (refer to the Sample Schedule on page 3).

☐ **Arrange for the required Facilities and Setup:**

- Reserve a large room for the Festival with access to water, electricity, and trash receptacles starting **90 minutes before** the first session and continuing 45 minutes after the last session ends (don't forget to reschedule any before and after school programming and move lunch, if it's in the same space as the Festival).
- If the Festival is going to displace students from the lunchroom, prepare a rainy-day backup plan in case students cannot eat lunch outside.
- Arrange for someone to meet the Museum 90 minutes before the Festival is scheduled to start.
- Arrange for **10-15 tables** to be set up in the room before the Museum educator arrives.
- Inform the Museum educator where the best parking for the Museum vehicle is during the Festival.

☐ **Secure and Coordinate Volunteers:**

- Recruit **10-15 adult volunteers** for the duration of the Festival. Volunteers will facilitate a hands-on station for each session of time scheduled.
- Suggest that volunteers arrive 15-20 minutes prior to the start to orient themselves, become familiar with the station they will facilitate, and meet the Museum educator.
- Send a reminder to all volunteers a few days before the Festival.

## Tips for a Successful *Peanuts Naturally* Festival:

- ✓ Volunteer Engagement:
  - Recruit as many volunteers as possible. Having a volunteer to facilitate each station is crucial for successful student interaction and engagement.
- ✓ Information Access:
  - Display the Festival schedule in the room for teachers and volunteers to reference.
  - Recommend teachers use the pre- and post-activities in their classroom before and after the event.
- ✓ After the Festival: Evaluation and Feedback:
  - Let us know how it went and what we can do better next time.
  - Complete the evaluation online: <https://forms.gle/bQTUMZ7Echji796d6>
  - Share the link with the other adults and teachers who experienced the Festival with you: <https://forms.gle/bQTUMZ7Echji796d6>

## **Sample *Peanuts Naturally* Schedule:**

This sample schedule has a 90-minute set-up time, four sessions, one 30-minute lunch break, two volunteer shifts, and 45-minute break-down time.  
It serves over 400 students.

**9:00 am** – Museum educator arrives at your site to unload and set up (9:30 am for Art Festival).

**10:15 am** – 10 to 15 adult volunteers arrive to become familiar with the station they are facilitating and to meet the Museum educator.

**10:30-11:15 am** – Session one.

**11:15-11:30 am** – Break for educator and volunteers to restock and reset for next session.

**11:30 am-12:15 pm** – Session two.

**12:15-12:45 pm** – Lunch break

**12:45-1:00 pm** – Reset and restock for next session. If additional volunteers are helping in the afternoon, they should arrive at 12:45 pm for orientation.

**1:00-1:45 pm** – Session three.

**1:45-2:00 pm** – Reset and restock for next session.

**2:00-2:45 pm** – Session four.

**2:45-3:00 pm** – Volunteers help clean up and then are done for the day (Great Job!!!).

**3:15-3:30 pm** – Museum educator breaks down stations and loads vehicle (2:45-3:15 pm for Art Festival).

**3:30 pm** – DONE for the Day. Room available for facilities/custodian to clean (3:15 pm for Art Festival).

## ***Peanuts* Naturally Introduction**

For over 50 years, the *Peanuts* gang has explored our relationship with the environment in the *Peanuts* comic strip, which originally ran from 1950-2000. During the early years of the strip, Charles Schulz's characters pondered various aspects of Earth and space with wonder and delight. In fact, many of the characters' misguided understandings of the world (including how many suns rotate around the Earth and whether the Earth is flat!) provided an opportunity for *Peanuts* readers to learn the correct facts in a fun way.



October 17, 1997 © Peanuts Worldwide LLC

By the 1970s, Schulz began to address environmental issues more directly as Americans increased their understanding of the lasting effects of air and water pollution. Schulz created the television special *It's Arbor Day, Charlie Brown* (1976), and produced a multi-day storyline in which Charlie Brown fears he is in trouble with the EPA (1977). Schulz's warm and witty humor and the innocence of the *Peanuts* characters helped make his observations about the human impact on the environment acceptable for a global audience.

In 2010, the Schulz Museum launched an exhibition exploring Schulz's unique interpretation of the "web of nature," the universe, weather, trees, birds, and gardening through *Peanuts* comic strips, videos, objects, and activity centers. After the exhibition, called *Peanuts Naturally*, closed at the Museum, it traveled the United States from 2011 until 2017. *Peanuts Naturally* encouraged visitors to get in touch with the glorious nature all around us!

## ***Peanuts* Naturally Festivals**

The Charles M. Schulz Museum and Research Center used the *Peanuts Naturally* exhibition as the foundation for developing a traveling Festival for youth in our community. The Museum saw a need for STEAM activities in local schools and adapted the exhibition into a school-wide Festival to bridge that gap. The environmental Festival launched in 2012 and continues to engage students throughout the greater Bay Area by transforming their site into a hands-on science and art museum with up to 15 fun, nature-related interactive stations.

In the Spring of 2016, the Museum decided to create a new Festival program focused purely on the arts. In addition to exploring comic arts, the *Peanuts* Naturally Art Festival

touches on animation, digital arts, pointillism, architecture, collage, and sculpture, and was created to support the second-grade art standards.

## About the Charles M. Schulz Museum

The Charles M. Schulz Museum and Research Center officially opened on August 17, 2002, when a dream became a reality. For many years, thousands of admirers had flocked to see Charles M. Schulz's original comic strips at exhibitions outside of Santa Rosa because his work didn't have a proper home. As the 50<sup>th</sup> anniversary of *Peanuts* drew close, the idea that



C. David Robinson, Architect

there should be a museum to hold Schulz's work began to grow. Schulz didn't think of himself as a "museum piece" and was, therefore, reluctant to accept the idea. That left the "vision" work to local cartoon historian Mark Cohen, wife Jean Schulz, and Schulz's longtime friend, Edwin Anderson. Schulz's enthusiasm for the Museum was kindled in 1997 after seeing the inspired and playful creations by artist and designer Yoshiteru Otani for the Snoopy Town shops in Japan. From that point on, plans for the Museum moved forward. A Board of Directors was established, a mission statement adopted, the architect and contractor hired. The location for the Museum is particularly fitting – located across the street from Snoopy's Home Ice, the ice arena and coffee shop that Schulz built in 1969, and one block away from the studio where Schulz worked and created for 30 years. Since its opening in 2002, hundreds of thousands of visitors from all over the world have come to the Schulz Museum to see the enduring work of Charles M. Schulz, which will be enjoyed for generations to come.

## Charles M. Schulz Biography (1922-2000)

Born in Minneapolis, Minnesota, on November 26, 1922, Charles M. Schulz was the only child of Dena and Carl Schulz. From birth, comics played an important role in Schulz's life. At just two days old, an uncle nicknamed him "Sparky" after the horse Spark Plug from the *Barney Google* comic strip. Throughout his youth, he and his father shared a Sunday morning ritual reading the funnies. Schulz always knew he wanted to be a cartoonist and was very proud when Ripley's newspaper feature, *Believe it or Not*, published his drawing of the family dog in 1937.

Schulz put his artistic ambitions on hold during World War II while serving as a machine-gun squad leader, though he regularly sketched episodes of daily army life in his sketchbook. Following his discharge in 1945, Schulz returned to St. Paul to pursue a cartooning career. Between 1947 and 1950, he drew a weekly comic panel for the *St. Paul Pioneer Press* and sold comic gags to *The Saturday Evening Post*. After many rejection slips, Schulz realized his dream of creating a nationally syndicated daily comic strip when *Peanuts* debuted in seven newspapers on October 2, 1950. By 1965, Schulz was twice honored with the Reuben Award by the National Cartoonists Society and *Peanuts* was an international success.

By the time Schulz announced his retirement for health reasons in December 1999, *Peanuts* was published in more than 2,600 newspapers worldwide. Schulz died on Saturday, February 12, 2000, just hours before the final *Peanuts* Sunday strip appeared in newspapers. The Charles M. Schulz Museum and Research Center opened in 2002, with the mission of preserving, displaying, and interpreting the art of this legendary cartoonist.



Photograph by Brian Lanker©1986

### **Charles M. Schulz & *Peanuts* Fun Facts**

- Charles Schulz drew 17,897 *Peanuts* comic strips throughout his career.
- In a bit of foreshadowing, Schulz's kindergarten teacher told him, "Someday, Charles, you're going to be an artist."
- In the 1930s, Schulz had a black-and-white dog who later became the inspiration for Snoopy. The dog's name was Spike.
- Schulz moved from Minnesota to Sebastopol, California in 1958.
- *Peanuts* was not the name Schulz chose for his strip; in fact, he didn't even like the title. Schulz named his comic strip *Li'l Folks*. United Feature Syndicate renamed it *Peanuts*.
- The first *Peanuts* animated special, *A Charlie Brown Christmas*, aired in 1965, and won both a Peabody Award and an Emmy for outstanding children's programming.
- Charles Schulz earned a star on the Hollywood Walk of Fame in 1996.
- The final *Peanuts* strip ran on February 13, 2000.
- *Peanuts* qualified for a place in the *Guinness Book of World Records* after being sold to the 2,000<sup>th</sup> newspaper in 1984. Today, *Peanuts* is still circulated in approximately 2,000 newspapers. The strips published today are re-runs of the ones Schulz created between 1950 and 2000.

## Pre- and Post-Festival Activities

The Museum hopes you and your students will use the *Peanuts* Naturally Festival as a jumping-off point, culmination, supplement, or extension of your classroom science and art curricula. The following pages include activity ideas to introduce your students to the world of *Peanuts*. Most of the activities are designed for a wide age range. You will need to select and adapt activities to fit the needs of your students.

### 1. Discover *Peanuts* (pre-k – 2<sup>nd</sup> grade)

**Objective:** To familiarize students with *Peanuts* and its characters.

**Instructions:**

1. Print *Peanuts* coloring pages from the link below for students to color before or after the *Peanuts* Naturally Festival.  
[schulzmuseum.org/coloring-sheets/](http://schulzmuseum.org/coloring-sheets/)
2. Ask students if they recognize or know the names of any of the *Peanuts* characters featured on the coloring sheets. What do they know about them?
3. If time, show an animated *Peanuts* short special to your class. Find a list of animated specials in the **Recommended Resources** section of this packet.

### 2. Create Your Own Comics (3<sup>rd</sup> grade and up)

**Objective:** To understand the elements of a comic strip and that comics are a form of visual storytelling.

**Instructions:**

1. If possible, share examples of popular comic strips or graphic novels with students.
2. Download and print any of the three comic strip or comic book activities below from our website. Scroll down the web page and click on the Download link for a printable template to copy for your students:  
[schulzmuseum.org/museum-at-home](http://schulzmuseum.org/museum-at-home).

#### **Make a *Peanuts* Mini Comic**

Cut out and assemble a *Peanuts* mini comic book. Then use the blank template on page 4 to make your own.

#### **Create Your Own Comics**

Read *Peanuts* comic strips based on Charles Schulz's life. Then use the blank 4-panel comic strip template to draw your own comic.

#### **Happiness Is...Pocket Accordion Book Project**

Use the directions, and a piece of blank paper to fold an accordion book. Fill the book with your own comic story.



### 3. Make it Move with Animation (3<sup>rd</sup> grade and up)

**Objective:** To combine science and art to make two drawings appear animated.

**Instructions:**

1. Find, download, and print directions available at [schulzmuseum.org/museum-at-home](http://schulzmuseum.org/museum-at-home) for **Make a Peanuts Thaumatrope!**
2. Use the directions, rubber bands, scissors, and printed templates to assemble a *Peanuts* thaumatrope (an early optical toy). Then use the blank template to make your own.
3. Students will explore animation at both *Peanuts* Naturally Festivals by creating a zoetrope strip and/or experimenting with stop-motion animation. Use the skills they learned to animate an aspect of your current curriculum. Ideas include making a flip book or stop-motion movie, if you have the equipment, of the phases of the moon, the life cycle of an animal or plant, the heart pumping, or a scene from a book or historic event you are studying.

### 4. Adapt a Lesson (all grades)

**Objective:** To integrate the *Peanuts* characters and themes into your curriculum.

**Instructions:**

1. Visit [peanuts.com/activities/peanuts-lesson-plans](http://peanuts.com/activities/peanuts-lesson-plans).  
This website has lesson plans for TK through middle school designed to support science, language arts, and art lessons on topics ranging from space exploration, plant growth, and the environment, to celebrating friendship.
2. Find a lesson plan that works for your age level and desired topic. Print, copy, and share the lesson plan and worksheets. Or adapt the ideas to your needs.

### 5. Learn More (all grades)

**Objective:** To continue to learn about *Peanuts*, cartooning, Charles Schulz, animation, and other topics introduced through the *Peanuts* Naturally Festival.

**Instructions:**

1. Use the recommended resources on the following pages to learn more about a topic of interest to individual students or the whole class.
2. Read a book about Charles Schulz's life and career. Read books by other cartoonists and graphic novelists working today. Watch a *Peanuts* movie or documentary.
3. Have fun continuing to learn with the *Peanuts* Gang!



## Recommended Resources

Use these additional resources to learn more about Charles Schulz, the Charles M. Schulz Museum and Research Center, *Peanuts*, or the art of cartooning.

### Web Sites:

[www.schulzmuseum.org](http://www.schulzmuseum.org) and <https://schulzmuseum.org/museum-at-home/>

- Official website of the Charles M. Schulz Museum and Research Center.
- Free activities and templates to download, print, copy, and share.

<https://charles-m-schulz-museum.myshopify.com/collections/books>

- Books and media.

[www.peanuts.com](http://www.peanuts.com)

- *Peanuts* character profiles.
- Download an app to have comic strips at your fingertips.

<https://www.gocomics.com/peanuts/2023/09/20>

- Access to *Peanuts* comic strips, as well as other comics.

<https://kids.scholastic.com/kid/books/graphix/>

- Graphic novels for children and teens.

<https://www.cartoonstudies.org/teachingcomics/>

- Official website of The Center for Cartoon Studies.
- Budding cartoonists may be interested in continuing their education here.
- Links to other educational resources concerning comics.

<https://nationalcartoonists.com>

- Official website of the National Cartoonists Society.
- Information on how to become a professional cartoonist.
- Information on awards given for cartooning.

## Books

### For Adults

Clark, Benjamin, and Gertler, Nat, and the Charles M. Schulz Museum. *Charles M. Schulz: The Art and Life of the Peanuts Creator in 100 Objects (Peanuts Comics, Comic Strips, Charlie Brown, Snoopy)*. Weldon Owen International, 2022.

Gherman, Beverly. *Sparky: The Life and Art of Charles Schulz*. Chronicle Books, 2010.

Bang, Derrick, and Victor Lee. *50 Years of Happiness: A Tribute to Charles M. Schulz*. Santa Rosa, CA: Charles M. Schulz Museum & Research Center, 2002.

### For Students

Lowell, Barbara, and Andreasen, Dan. *Sparky & Spike: Charles Schulz and the Wildest, Smartest Dog Ever*. New York, NY: Cameron Kids, 2019.

Debus, Luca, and Matteuzzi, Francesco. *Funny Things: A Comic Strip Biography of Charles M. Schulz*. Top Shelf Productions, 2023.

Klingel, Cynthia and Noyed, Robert B. *Charles Schulz (Wonder Books, Level 2 Reader)*. Chanhassen, MN: The Child's World, 2002.

Schulz, Charles M. *Peanuts: A Golden Celebration: The Art and the Story of the World's Best-Loved Comic Strip*. New York, NY: Harper Collins, 1999.

Schuman, Michael. *Charles M. Schulz: Cartoonist and Creator of Peanuts (People to Know)*. Berkeley Heights, NJ: Enslow Publishers, 2002.

Whiting, Jim. *Charles Schulz (Real-Life Reader Biography)*. Bear, DE: Mitchell Lane Publishers, Inc., 2003.

## **Abbreviated List of Peanuts Shows and Movies**

### **Prime-Time Specials**

**A Charlie Brown Christmas:** Charlie Brown becomes the director of the *Peanuts* Gang's Christmas pageant. Can he overcome their preference for dancing instead of acting, find a good Christmas tree, and discover the true meaning of Christmas?

**A Charlie Brown Thanksgiving:** Peppermint Patty invites herself and friends to Charlie Brown's for Thanksgiving dinner. With Snoopy and Linus' help, he decides to cook his own version of a Thanksgiving meal.

**It's the Great Pumpkin, Charlie Brown:** While the gang goes trick-or-treating, Linus waits in the pumpkin patch for the Great Pumpkin; Snoopy plays the World War I Flying Ace and is shot down over "no man's land."

**It's the Easter Beagle, Charlie Brown:** Peppermint Patty tries to teach Marcie how to decorate eggs. Snoopy gets a birdhouse for Woodstock, and Linus convinces Sally that she doesn't need to color eggs because the Easter Beagle will bring them.

**Be My Valentine, Charlie Brown:** Charlie Brown hopes for Valentine's Day cards in his mailbox and at the school Valentine's Day party; Linus buys a present for Miss Othmar, and Sally hopes Linus will notice her.

**Snoopy's Reunion:** Charlie Brown decides to cheer up Snoopy by hosting a reunion party with his brothers and sisters. Learn about their first days at the Daisy Hill Puppy Farm and how they came to leave it.

**This Is America, Charlie Brown** This eight-part series, advertised as "the first animated miniseries ever," was broadcast in prime-time on CBS during the 1988-89 season. Meant as both education and entertainment, the shows find the *Peanuts* Gang witnessing and participating in historic events and discoveries. In addition to the animated characters, historical pictures and footage are used. The series includes:

***The Mayflower Voyagers***  
***The Birth of the Constitution***  
***The Wright Brothers at Kitty Hawk***  
***The NASA Space Station***  
***The Building of the Transcontinental Railroad***  
***The Great Inventors***  
***The Smithsonian and the Presidency***  
***Music and Heroes of America***

### **Documentaries and Live-Action Shows**

Although part of the *Peanuts* television canon, these shows are either not primarily animated, or are a blend of interviews, archival footage and retrospectives that incorporate sequences from earlier specials.

***A Boy Named Charlie Brown:*** A gentle and informative examination about Charles Schulz and the comic strip; featuring Charles Schulz driving his children to school while he discusses where he gets his ideas, answering his fan mail, at work in his studio, drawing his famous creations, and more.

***A&E Biography—Charles Schulz: A Charlie Brown Life:*** An overview of Charles Schulz's life and career, including snippets from animated shows.

***The Making of a Charlie Brown Christmas:*** This 17-minute documentary focuses on the creation of the first *Peanuts* TV special, including interviews, an example of the earliest *Peanuts* animation, and a tribute to Vince Guaraldi, composer of the *Peanuts* theme.

### **Movies**

There have been five theatrically released feature-length *Peanuts* movies.

***A Boy Named Charlie Brown:*** After winning local competitions, Charlie Brown competes in a national spelling bee.

***Snoopy Come Home:*** Snoopy decides he must return to his previous owner.

***Race for Your Life, Charlie Brown:*** The *Peanuts* Gang goes to summer camp and competes in a whitewater race.

***Bon Voyage, Charlie Brown (And Don't Come Back):*** Charlie Brown, Linus, Peppermint Patty, Marcie, and Snoopy travel to France as exchange students and confront a mystery surrounding their hosts.

***The Peanuts Movie:*** Released in 2015, Charlie Brown embarks upon an epic and heroic quest, while his best pal, Snoopy, takes to the skies to pursue his arch-nemesis, the Red Baron.