

Outreach and Education Plan

2009 – 2010 Deep Water Coral Research Cruises

Principal Investigator: Steve Ross, UNCW

Cruise Schedule:

Dates	Ship	Ports	Cruise Location
Aug 6 – Aug 17	HBOI Seward Johnson	HBOI	South Atlantic, N Florida w/in CHAPCs
Aug 26 – Sept 8	NOAA Nancy Foster	Ft. Pierce or HBOI TBD; Key West to Return	South Atlantic, N Florida w/in CHAPCs
Sept 14 –Sept 25	HBOI Seward Johnson	Key West & Gulfport, MS	N. and E. Gulf of Mexico
Dec 1 – Dec 11	R/V Cape Hatteras (Duke)	Beaufort, NC	Off Cape Lookout, NC w/in CHAPCs

Pre-cruise preparation:

Press Release Development

Lead: Steve Ross, Jennifer Schull(cruises 1&2), TBD Cruises 3&4

Lead: Jamie to coordinate media distribution list

Create press release based on UNC-W draft that will work as a foundation for all partners (SAFMC, USGS, NOAA Coral Program, OER, UNCW, NC Museum of Natural Sciences)

Determine dissemination plan to all media outlets.

Media Packet Development

Lead: Nikki Poulos, support from S. Ross, S. Brooke, M. Brouwer

Create media packets with a 4 cruise overview. The media packets can highlight how the cruises, throughout the region, are connecting Habitat use, relationships and importance, Ecosystem connectivity (genetics and paleoecology), Use of corals for proxies, Ocean acidification, Establishing long-term deep sea benthic observatories on the east coast to study biology and physics (benthic landers), management needs - CHAP designation (SAFMC), biodiversity and identification of new species. Overview should have highlights of each cruise including the “whiz bang, and why should I care? hooks”.

Media packets should contain one pagers on each cruise and relevant overview of four cruises, Ocean Acidification, NOAA DSC Program etc; B-roll footage and stock photos, Cruise participant Bios, information on relevant technologies used for the cruises.

Develop Weblog Structure for all Four Cruises

Lead: Amanda Demopolous (USGS), Jan Petrie (HBOI)

Land Lead: AB Wade, Buck Elbert, Catherine Puckett (all USGS)

The USGS DISCOVERE website (<http://fl.biology.usgs.gov/DISCOVERE/index.html>) will host daily logs from all four cruises. Several agencies will link to this central site (SAFMC, NOAA Coral Program, NOAA Teacher at Sea Program). **Links to YouTube and Facebook?** Scientist bios, cruise plans, maps, one-pagers will be available on this website. Explore if we can do Q&A from teachers, students and media.

Beneath the Blue

Art Howard will post Videos on You Tube as a link for our outreach and education

Plan Media Day/VIP Excursions

Lead: Kim Iverson & Myra Brouwer with support from Liz Baird and Nikki Poulos (Cruise 1&2), **Cruise 3&4 TBD**

Prepare for 1 or 2 VIP/media days.

- Secure vessel to take VIPs/media out to ships (university vessels, NOAA vessels or dive operators with cattle boats (larger dive boats that can comfortably accommodate 15+ people).
- Secure Dates for VIP/Media Excursions
- Invite VIPS from all agencies involved including Legislative Affairs, congressional staffers, and local government officials, maybe a fisher representative
- Determine **funding** for media days (fuel/vessel costs) – SAFMC may have funds
- Generate Schedule for media days (who will talk to whom, when; is lunch included etc.)
- Restrictions on security at Port or on vessels
- Need to contact captain and marine ops personnel for Seward Johnson. Steve Ross will work out the details once we have possible dates for the excursion.
 - Bill Baxley – Marine Operations on Seward Johnson (772-321-2450)
wbaxley1@hboi.fau.edu
- Develop materials for Media Day (DVDs, media packets, press releases etc)
- Develop Weather contingencies

Outreach

Do we need to reach out to science & technical summer camps and year round schools for the first two cruises so they can follow web logs and post questions?

CRUISE 1

DATES: Aug 6 – Aug 17

FUNDING SOURCES: NOAA Deep Coral Program, USGS

PARTNERS/PARTICIPANTS: NOAA, NOAA/NMFS, MCBI, UNCW, SAMS FAU/HBOI, Temple University

PORT OF CALL: Harbor Branch Oceanographic Institute

RESEARCH AREA: Central/North Florida Lophelia Banks

VESSEL: R/V Seward Johnson

TOOLS To Be USED: Johnson SeaLink Submersible, Multibeam Mapping, hi-Def camera/video, Art Howard – videographer will be on board, **NRC filming?**

WEBLOG RESPONSIBILITY: Liz Baird, NC Museum of Natural Sciences

VIP/Media Day: Target Dates 8/11-13 coordinated by Kim Iverson (help from Liz Baird, Nikki Poulos).
~40 miles off shore of Canaveral, 9-14 people,

Outreach Activities include:

- Submission of daily logs and photos to USGS (<http://fl.biology.usgs.gov/DISCOVER/index.html>) and the NC Museum of Natural Sciences websites.
- Questions at Sea: Students will be able to submit their questions about the cruise while the ship is at sea and Liz will respond.
- Art Howard, videographer, will be on board to take High Def video of the cruise and sub dives – some will be made available to media.
- If a VIP/media event occurs during this cruise Liz will help Art pull together a CD/DVD of images to distribute and create "shrunk cups" to give each media rep. Kim will coordinate with O&E group to generate list of invitees.

CRUISE 2

DATES: Aug 26 – Sept 8

FUNDING SOURCES: NOAA Deep Coral Program, USGS

PARTNERS/PARTICIPANTS: NOAA/NMFS, UNCW, HBOI

PORT OF CALL: TBD (either Ft. Pierce or HBOI to depart); Key West, Florida to return

RESEARCH AREA: Central/North Florida Lophelia Banks

VESSEL: NOAA R/V Nancy Foster

TOOLS To Be USED: Multibeam Mapping, Deep water ROV, Teacher at Sea

WEBLOG RESPONSIBILITY: Christopher Imhof – Teacher at Sea

VIP/Media Day: Target Dates 9/1-3; coordinated by Kim Iverson & David Hall (NOAA Vessel media coordinator).

Outreach Activities include:

- Submission of daily logs and photos to USGS (<http://fl.biology.usgs.gov/DISCOVER/index.html>) and the NC Museum of Natural Sciences websites.

CRUISE 3

DATES: September 14 – September 24 or 25

FUNDING SOURCES: USGS, Holland and UK Scientists

PARTNERS/PARTICIPANTS: UNCW, NOAA/NMFS, NIOZ, NOAA, Temple University, MMS

PORT OF CALL: Key West to depart, Gulfport, Miss to return

RESEARCH AREA: Northern & Eastern Gulf of Mexico, Vioska Knoll, Gull Penn Wreck, West Florida Shelf

VESSEL: R/V Seward Johnson

TOOLS To Be USED: Multibeam Mapping, Johnson Sealink Submersible, retrieval of 2 Benthic Landers

WEBLOG RESPONSIBILITY: Amanda Demopolous (USGS)

VIP/Media Day: TBD?

Outreach Activities include:

- Submission of daily logs and photos to USGS (<http://fl.biology.usgs.gov/DISCOVRE/index.html>) and the NC Museum of Natural Sciences websites.
- Consult with Gulf of Mexico FMC to get them in the loop and for media support

Teacher Workshop

Potential Dates: Oct 17, Oct 24, Nov 7, Nov 14

Lead: Liz Baird, Nikki Poulos, Teachers at Sea (Chris Imhof and/or Linette from WV?)

Location: NC Museum of Natural Science, Raleigh, NC or NC Maritime Museum in Beaufort, NC

Funding: NOAA (Jen Schull) has some funding for support

CRUISE 4

DATES: December 1-10

FUNDING SOURCES: USGS, State of North Carolina, Holland and UK Scientists

PARTNERS/PARTICIPANTS: Duke University

PORT OF CALL: Beaufort, NC

RESEARCH AREA: Off Cape Lookout, NC within the Coral HAPCs

VESSEL: R/V Cape Hatteras (Duke)

TOOLS To Be USED: Benthic Lander Deployment (3)

WEBLOG RESPONSIBILITY: TBD

VIP/Media Day: TBD?

Outreach Activities include:

TBD

*Duke wants opportunity to generate press release in conjunction with cruise

Potential Outlets/Products:

Smithsonian NMNH Oceans Hall video – Lead: Jennifer Schull

You-Tube cruise videos (Aaron Alexander, UNCW, can post these; NOAA has a You-Tube Channel) –

Lead: TBD

NPR Science Friday and/or VOA interviews from sea Lead: TBD

SAFMC Newsletter – Lead: Kim Iverson

Additional Information:

If interested: Jamie Moncrief, UNCW photographer, is willing to take photos of Steve's lab packing up equipment and getting ready for the first cruise. He can also take photos of the Benthic Landers prior to the last cruise. NOTE – Moncrief's photos go out through the AP wire and typically generate media interest.

NC Museum of Natural Sciences is also creating an exhibit for the new wing that is being added to the museum. The exhibit will allow visitors to sit in a mock-up submersible and view HD video of the underwater world. Video provided by Art Howard.

Port Day

Activity that could be planned if there is interest for VIPs, Media and/or educators and children. Harbor Branch would be an ideal location, maybe Key West?, Maybe Beaufort?

Media/Reporters to Target:

There are several reporters who covered the 2008 cruise which requested to be contacted for these cruises.

1. Charlotte Observer
Bruce Henderson
bhenderson@charlotteobserver.com (704) 358-5051
2. Star-News
Gareth McGrath
Gareth.McGrath@starnews.com (910) 343-2384
3. Today Show
Robin Sindler & Kerry Sanders
4. NC Public TV
Tom Earnhardt
5. Wade Rawlings
6. Newswise
7. EuroNews See gomez@euronews.net (Julian Gomez), wilks@euronews.net (Jeremy Wilks),
guillot@euronews.net, murray.roberts@sams.ac.uk
8. Robert Wise - Senior Producer, Creative Differences Productions
4640 Lankershim Blvd. Suite 201
North Hollywood, CA 91602
818-432-4265

"I am producing a program for the Discovery Channel on the geological/ ecological features of the Bermuda Triangle and Andy Shepard at UNCW suggested I contact you. We are hoping to highlight current research in this area and Andy said you were preparing to do some mapping off the FL coast. I would be very interested to speak with you about your current projects to see if perhaps we could include them in our show."