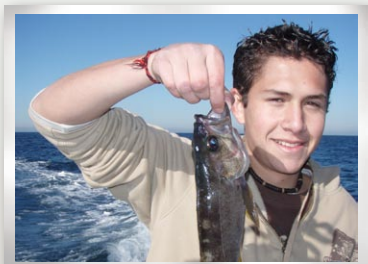


# EDUCATION & OUTREACH

2 0 0 7   A C C O M P L I S H M E N T S



*Sanctuary education programs inspire students to explore careers in resource protection. Photo: Rocio Lozano-Knowlton*



*A student experiences "a day in the life" of a fisherman. Photo: Jeff Manker*



*Visitors learn more about the Monterey Bay sanctuary through signage. Photo: Michele Roest*

## **Ocean and Environmental Literacy Increased in Classrooms**

Cordell Bank and Olympic Coast national marine sanctuaries built strategic partnerships with multi-year funding from the NOAA Environmental Literacy Grant Program. The grants promote changes in the K-12 education system to expand the amount of earth systems science taught in the classroom and improve student learning of the subject. Olympic Coast National Marine Sanctuary staff, in partnership with the Seattle Aquarium, has brought the marine ecosystems of Puget Sound and the coastal ocean of the Olympic Peninsula to teachers in the state of Washington through workshops held during summer 2007. Classroom and aquarium activities, as well as field investigations with topics such as coastal ecology and the connections between humans and the ocean, will continue through 2010.

The sanctuary program continually strives to bring the ocean into America's classrooms and homes through innovative education and outreach efforts. Staff at Cordell Bank National Marine Sanctuary and partners including Oikonos, U.S. Satellite Lab and Stanford University's School of Education, among others, held workshops for teachers on how to track ocean animals from the classroom. The project, called Animals in Curriculum-based Ecosystem Studies (ACES) uses Earth imagery to explain the movement of animals that are tracked by NOAA's operational satellites.

## **Signage Around the Country Broadens Outreach Efforts**

A colorful sign was erected in Futiga village to honor it as the home of Fagatele Bay National Marine Sanctuary. Placed on the busy main road, this sign is a high profile reminder to the Samoan people of the presence of the sanctuary, our partnership with local and federal agencies in its management, and the stewardship provided by the people of Futiga. The sign was developed in collaboration with the Department of Marine and Wildlife Resources and NOAA Office of Law Enforcement.

In Alpena, Mich., the \$6 million Great Lakes Maritime Heritage Trail opened to the public in July. The 2,800-foot trail runs through the Historic Fletcher Paper Mill Redevelopment Complex and features a foot bridge to Rotary Island, a new dock for visiting tall ships, outdoor maritime exhibits and acres of improved landscaping. This newly developed area is anchored by the NOAA Thunder Bay National Marine Sanctuary's Great Lakes Maritime Heritage Center.

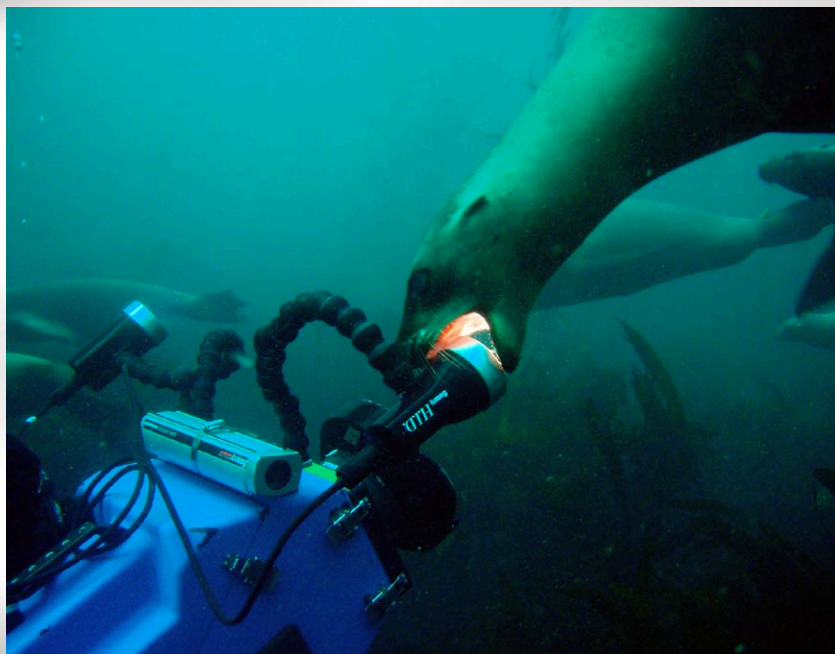
Along the California coastline, interpretive signs have been installed to inform coastal visitors of the unique ecosystems and marine life of the West Coast national marine sanctuaries. The signs, which have a uniform look and feel, identify important cultural, historical and ecological topics at more than 40 public locations. The signs represent the first effort at a coordinated, systematic approach for interpretive signs.

<http://sanctuaries.noaa.gov/education>



### Targeting New Audiences Through Radio

Several national marine sanctuaries have been engaging non-traditional audiences through radio. Gray's Reef National Marine Sanctuary has seen great returns from running a radio campaign since 2001. Each month, a new sanctuary-related message is created and broadcast on at least six different stations in Georgia to reach a broad demographic. It is estimated that over 300,000 households in Georgia, Florida and South Carolina tune in everyday. This type of outreach effort is cost-effective and helps communities identify with their local sanctuary. Cordell Bank National Marine Sanctuary works with radio in a different fashion. Each month, an educator hosts "Ocean Currents," an hour-long radio show on KWMR, which talks about the amazing science and mysteries marine biologists are discovering on — and in — the ocean. The show's estimated listening audience is 15,000, but the program also airs live on the Internet and is podcasted, as well.



*Underwater filmmaker John Brooks captures footage of energetic sea lions in the Channel Islands. Photo: Claire Fackler*

### Films Connect People to Underwater Worlds of the National Marine Sanctuaries

Compelling imagery can captivate the imagination. This is why the sanctuary program often uses the medium of film to bring the underwater worlds of our marine sanctuaries to the public. Cordell Bank National Marine Sanctuary, for instance, released a new documentary in 2007 titled "Cordell Bank: Blue Water Oasis" at the Bear Valley Visitor Center at Point Reyes National Seashore. The program is also working collaboratively with world-renowned photographer and cinematographer Bob Talbot to produce a series of films about the sanctuaries. Florida Keys National Marine Sanctuary was the first to produce such a film for special viewing in the Florida Keys Eco-Discovery Center in Key West, titled "Reflections: A Florida Keys Experience." The Channel Islands sanctuary is working closely with NOAA's Ocean Media Center to capture footage for a high-definition film about this biologically diverse and culturally significant ocean treasure. In Washington, D.C., a five-minute film about the state of the sanctuaries highlighting significant work accomplished in 2006-07 debuted at Capitol Hill Oceans Week.

### "One NOAA" Educates Students about Fisheries Issues

Sanctuary program staff, NOAA Fisheries and the Preserve America Initiative are working together to educate young students about fishing, fisheries and fishing communities in a project entitled "Voices of the Bay: A Voyage of Science, Community and Heritage through Local Fisheries Knowledge." The goal of the project is to develop place-based curriculums, lesson plans and activities that use local fisheries as the context for learning about the marine environment, the ecological and human dimensions of marine resource use, and marine management. This curriculum will be used in conjunction with field trips to a working harbor of fishing boats, processing plants and fish markets and in-class presentations by members of the fishing community.

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