

Lights, Camera, Ocean!

International Partners Engaging Youth in Ocean Messaging



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1 Cabrillo Marine Aquarium, San Pedro, CA USA

2 Nausicaa Aquarium, Boulogne, FRANCE

3 Waikiki Aquarium, Waikiki, HI, USA

Different Age Groups Benefit from Different Modes of Educational Strategies



The Attention of Younger Audiences is Captured with Technology and Social Media

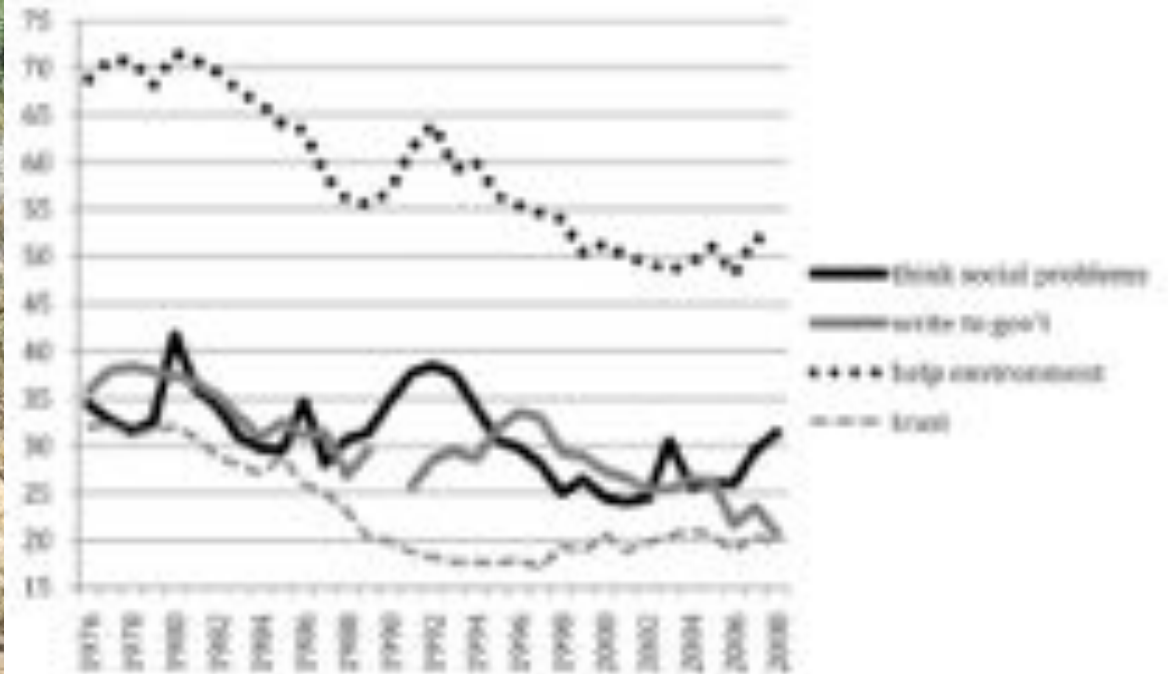


Eighty Percent of Teens use Social Media and
Thirty Percent of Teens Video Share

Pew Internet Report 2012 (pewinternet.org)

Today's Youth Generally Don't Embrace a Greater Community

(Twenge, M. et al. 2012)

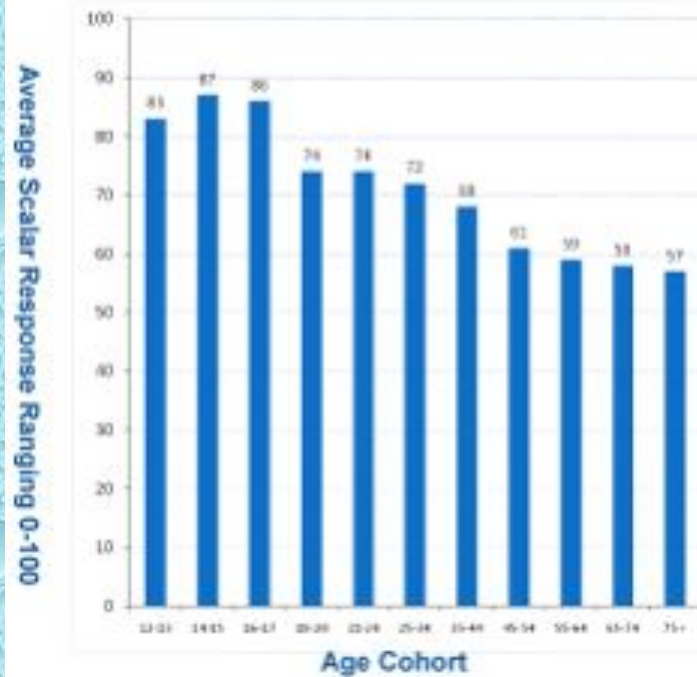


Compared with older generations, today's youth are more concerned with money, and image and less willing to participate in environmental issues than older generations at the same age

Today's Youth (12-17 year olds) can be Strong Influences as "Opinion-Makers" to Adult "Decision Makers"

The Ocean Project 2012 (theoceanproject.org)

"Individual citizens are personally responsible for protecting the environment."



Youth are the greatest household influencers in terms of conservation and environmental practices

Youth on Board

“Youth on Board at Cabrillo Marine Aquarium”

2012 YOUTH VIDEO PROJECT
CONTEST ENTRY FORM



Yes! We (I) want to join in the fun by producing a video for the 2012 Youth on Board at Cabrillo Marine Aquarium.

One entry form is required for every video submission. Each participating student and his/her parent or guardian must sign the entry form. You will need to indicate below, an adult team leader (a parent, guardian or teacher) if more than one student is submitting the enclosed video. If your video wins, the sponsor will deliver the prize to the team leader. Please note that only DVD's (no other media) will be accepted as submissions and each video should be no longer than 60 seconds. Please complete and fully execute this form and submit with your video DVD entry *postmarked no later than May 15, 2012* to:



Each Aquarium Held a Video Contest with Similar Rules and Regulations

- Each Aquarium judged their own submissions
- Videos were uploaded and debuted on World Ocean Day (June 6 2012)

And the Winners are....



**Everyone
Nausicaa Aquarium
World Ocean Network**

And the Winners are....



Ocean Karma

**Eliza, Ashley, Danica, Gillian and Mia
Waikiki Aquarium**

And the Winners are....



**Untitled
Kelly Russ
Cabrillo Marine Aquarium**

Lessons Learned

Promote program early
(September 2012)

Offer Adult Mentors

Connect to Schools Directly



See for Yourself

The image is a collage of three overlapping screenshots, all set against a background of water droplets. The top-left screenshot shows a YouTube channel page for 'Cabrillo Marine Aquarium' with 32 subscribers and 14,786 video views. The top-right screenshot shows a YouTube channel page for 'waikikiaquarium's channel' with 8 subscribers and 3,259 video views. The bottom screenshot shows the Nausicaa website, which is the French National Centre for the Sea. The website features a navigation menu with options like 'ENTREPRISES/INCENTIVE', 'ENFANTS', 'ENSEIGNANTS', and 'TD-PROS'. A main navigation bar includes 'EXPLORER', 'PRÉPARER', 'AGIR', 'PARTAGER', and 'MA PLANÈTE NAUSICAA'. A 'PARTAGER' (Share) dropdown menu is open, listing various content categories such as 'La mer en direct', 'Nos émissions', 'Vidéos', 'Vidéos des partenaires', 'Animations du Plateau TV', 'Nausicaa TV', 'Le blog des correspondants', and 'Webcam Sanctuaires'. Below the menu, there is a video player showing a video titled 'NAUSICAA TV - La Bande-Annonce' with 101,411 views. The video shows three people holding hands in a circle.

Please Join Us

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