

# International Aquarium Congress 2012 –Cape Town, South Africa

## Lights – Camera – Ocean! International Partners Engaging Youth in Ocean Messaging - Youth on Board

[Program – Monday, Sept. 10, Education Section, First talk after afternoon tea]

Slide 1  
**Lights – Camera – Ocean! International Partners Engaging Youth in Ocean Messaging**  
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<sup>1</sup>Cabrillo Marine Aquarium, San Pedro, CA USA; <sup>2</sup>Nausicaa Aquarium, Boulogne, FRANCE; <sup>3</sup>Waikiki Aquarium, Waikiki, HI, USA.

Good afternoon everyone, my name is Mike Schaadt and I am the Director of Cabrillo Marine Aquarium in Los Angeles, CA.

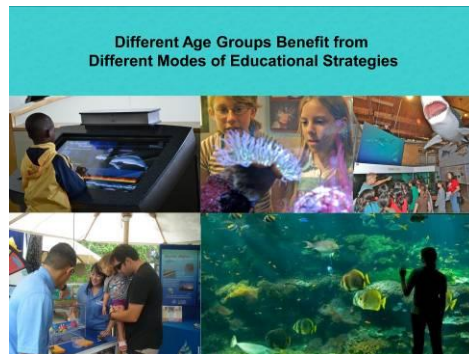
I join my coauthors in thanking you for this opportunity to talk about an exciting new program we are working on together to engage youth audiences.

Lights – Camera – Ocean! International Partners Engaging Youth in Ocean Messaging



Slide 2  
**Different age groups benefit from different modes of educational strategies**

Certainly aquariums take advantage of live animal experiences but most of us augment those with multi-sensory exhibits with artifacts, biofacts, text and images including plenty of interactive exhibits which include current technology.



Slide 3  
**Younger audience attention is captured with technology and social media**

**Eighty percent of teens use social media and thirty percent video share (PEW Internet report 2012 of US teens)**

In the US the Pew Research Center published a report on US teens and their use of on-line video. The Pew study found that 80% of teens use social media and thirty percent video share. I'm sure many of you have seen this trend in the youth audiences that visit your aquariums. It seems everywhere you look youth are using their cell phones or tablet computers to capture video or images.

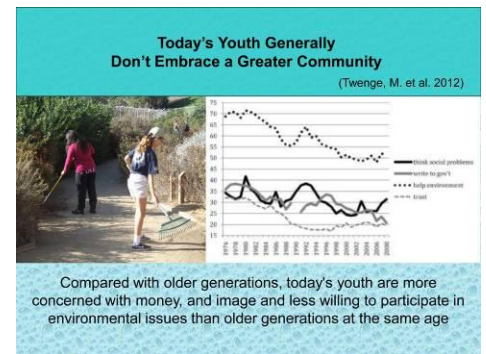


## Slide 4

### 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.

Twenge (2012) found that today's youth in the US don't embrace a greater community and specifically are less "environmentally conscious" than previous generations (for example Baby Boomers, those born after WWII to 1964, and Generation X, those born between 1965 and 1980) at the same age.



## Slide 5

### Today's Youth (12-17 year olds) can be strong influences as "opinion-makers" to adult "decision-makers"

Youth are the greatest household influencers in terms of conservation and environmental practices (The Ocean Project, theoceanproject.org, 2012)

The Ocean Project has found that today's youth in the US (between the ages of 13-25 and referred to as Millennials) can be strong influences as "opinion makers" to adult "decision makers" they live with.

Engaging today's youth in ways that they respond to can help strengthen environmental consciousness and help the adults they influence make better sustainable decisions for the environment.



## Slide 6

### Youth on Board

Nausicaa Aquarium in Boulogne, France; Cabrillo Marine Aquarium in Los Angeles, USA and Waikiki Aquarium in Waikiki, USA joined together in a partnership to engage youth in using video to convey their inspiring views of the ocean.

We named the program Youth on Board.

Since this was a new program and we wanted to learn as much as we could each aquarium partner had their own rules for youth to follow but in general the videos were about 60 seconds in duration and needed to have an inspiring tone.

**Youth on Board**

**"Youth on Board at Cabrillo Marine Aquarium"**  
2012 YOUTH VIDEO PROJECT  
CONTEST ENTRY FORM

Yes! We'd like 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, grandparent or teacher) if more than one student is submitting the submitted 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:*

**Cabrillo Marine Aquarium**  
P.O. Box 100  
Marina del Rey, CA 90293

**WAIKIKI AQUARIUM**  
2005 Kalia Road  
Honolulu, HI 96815

**NAUSICAA**  
Centre National de la Mer  
Boulogne/Mer

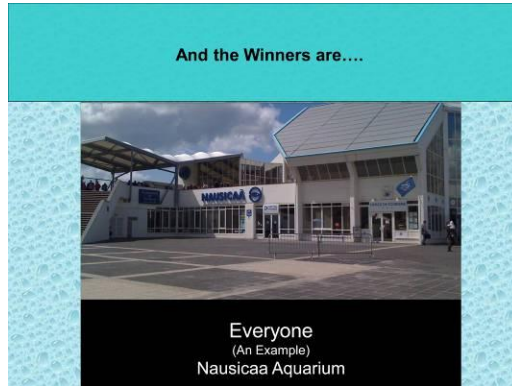
**Each Aquarium Held a Video Contest with Similar Rules and Regulations**  
-Each Aquarium judged their own submissions  
-Videos were uploaded and debuted on World Ocean Day (June 6 2012)

Videos that met the partner requirements were uploaded to the internet (YouTube, Nausicaa TV) on World Ocean Day, June 8, 2012.

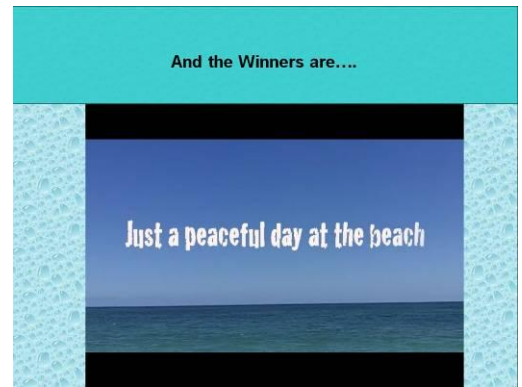
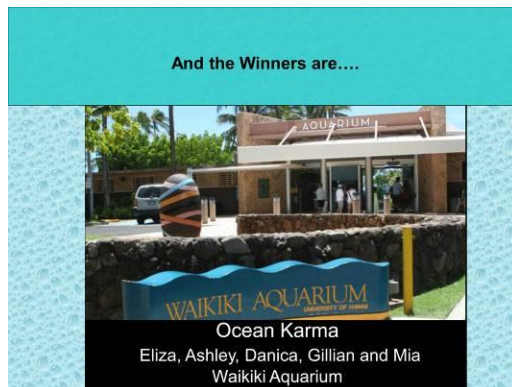
Each partner had their own rules and decided on how to pick winners.

For instance, Cabrillo and Waikiki chose to have winners while Nausicaa decided for this first year of the program to have all videos meeting their requirements be “winners”.

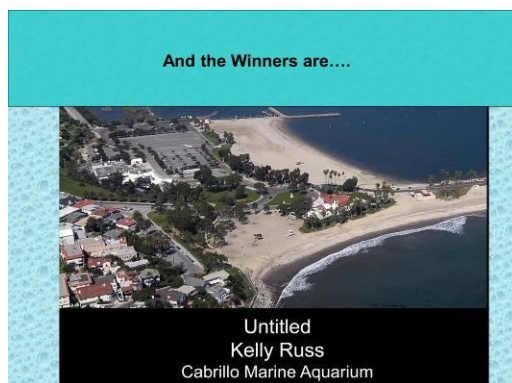
Slide 7  
**Video clip of  
Nausicaa Aquarium**



Slide 8  
**Video clip of  
Waikiki Aquarium**



Slide 9  
**Video clip of  
Cabrillo Marine  
Aquarium**



Slide 10

**Lessons Learned**

We learned lessons from this first year of the program.  
Promote program early (September 2012)

We will promote earlier. In fact, the plan is to start local promotion after we return home from this Congress.  
Offer adult mentors



Many of us felt that youth would benefit from meeting with adult mentors if they have questions so we are planning to add that to our program.



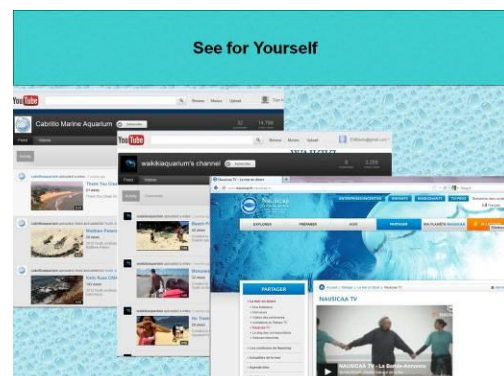
Connect with schools to directly  
In this first year of the program, we made connections with schools and we will make a greater effort to increase those connections in future Youth on Board programs.



Slide 11

**See for Yourself**

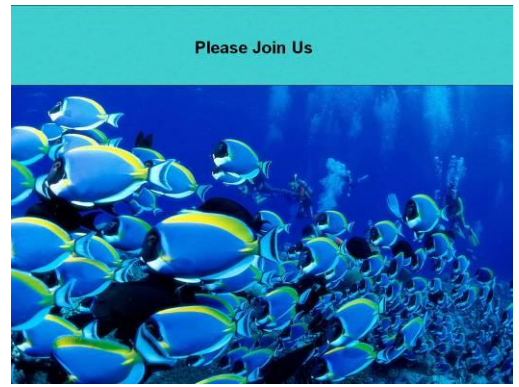
Please visit Nausicaa TV and the Cabrillo Marine Aquarium and Waikiki Aquarium You-Tube channels to see for yourself. Many of you may be doing that right now on your smart phones, tablets or computers and if you're not, you just may be a baby boomer like me.



Slide 12

**Please Join Us**

We welcome more international partners as we continue to search for new ways to engage our youth visitors. Please join us as we prepare for Youth on Board 2013 which will result in more inspiring videos produced by Millennial youth and upload to the internet on World Ocean Day, June 8, 2013 for more to be inspired!



**Contact:**

Mike Schadt, Stephane Henard, Andrew Rossiter, Ed Mastro

**Bold indicates words on the slides to be translated. Those words not bold are spoken for translation.**