



## Website and Educational Outreach

For the new season of *Jean-Michel Cousteau: Ocean Adventures*, the website [www.pbs.org/oceanadventures](http://www.pbs.org/oceanadventures) will be expanded to include even more in-depth content exploring the mysteries of the world's oceans and rivers. Building on the success of the *Ocean Adventures* video podcasts, the site will feature web-original video stories – available on the site and as iTunes podcasts – that will appeal to viewers at all levels, from science buffs and environmentalists to teachers and students around the country. These web videos will engage audiences between broadcasts through fast-paced, short and regular stories, such as "creature features" on specific animals, behind-the-scenes glimpses of the *Ocean Adventures* team during their various explorations, examinations of remote locations and indigenous cultures the team encounters in their travels, and in-depth looks at the innovative technology that is used in making the program. In addition to these web-exclusive videos, the enhanced *Ocean Adventures* website will include the customary episode summaries, web resources and classroom content such as lesson plans and viewer guides. Viewers will also be able to upload their own diving exploration photos through the photo-sharing site, Flickr. In 2006, the website was honored as a Japan Prize Grand Finalist.

The *Ocean Adventures* national educational outreach campaign deepens understanding of ocean issues among students by providing engaging educational materials for educators in both formal and informal settings. The campaign focuses on two overarching concepts: the interconnectedness of ecosystems, and the dependence of all life on aquatic environments. In addition to the lesson plans and viewer guides found on the *Ocean Adventures* website, workshops will be presented at national conferences, including the National Science Teachers Association conference in Boston. Outreach efforts will inform teachers of the available resources, aligned with National Science Content Standards set by the National Academy of Sciences, and how to best utilize these resources in their classes. Partnerships with national environmental and educational organizations will extend the reach of the campaign. The *Ocean Adventures* educational outreach campaign will also award up to four PBS station grants in the amount of \$5,000 each. These outreach grants will aid stations in hosting a World Ocean Day event that showcases *Ocean Adventures* curriculum in partnership with a local environmental education organization.