

CY-2000

WHOI Outreach Related to Deep Submergence

WHOI, as the UNOLS National Deep Submergence Facility Operator, undertakes outreach activities on behalf of the ocean sciences and deep submergence research communities

Part of this responsibility entails maintaining and providing access to the
Deep Submergence Data Archives at WHOI.

WHOI also provides deep submergence and general oceanographic imagery and information to the news media (print, TV, and magazine), educational organizations and publishers, and the commercial- entertainment industry.

Summary of WHOI Activities

- **Deep Submergence Data Archives**
- **Museum and other Outreach Activities**
- **Future Outreach Efforts**

Deep Submergence Data Archives

Data from ROV and tethered vehicle cruises are current to the Levin cruise in October. The D. Blackman program with DSL-120, Argo II and Alvin is currently in progress.

Data from Alvin cruises are up to date including AT-3-58 (October Gulf of Mexico cruise for MMS et al.).

ROV and Tethered Vehicle cruises -- 10 expeditions

1,527 -- video and data tapes

105 - CDs

20 -- other media (including JAZ, ZIP and Exabytes)

8 -- floppies

14 -- 100' reels of 35mm film

17 -- accompanying notebooks or logs

Alvin -- 12 dive series

745 -- hi-8 video tapes

34 -- 100' reels 35mm film

24 -- CDs

28 -- floppies

Approximately 35 requests for deep submergence data of various types have been made during the current year

Museum and other Outreach Activities

WHOI-BBH "Extreme Deep" Exhibit

"Extreme Deep" is an exhibit that includes: models of and displays about deep sea vehicles including Alvin, Jason, ABE, and REMUS; a full-scale diorama of a hydrothermal vent community and extensive video presentations as well as samples and models of vent animals and geology; a section on shipwrecks; and other displays related to deep sea exploration.

"Extreme Deep" has been on display at:

Boston Museum of Science, (Sept. '99 to Jan. '00)

The Children's Museum of Indianapolis, (Feb.-May '00)

Oregon Museum of Sci. & Industry, Portland, (May-Sept. '00)

Over 700,000 people have viewed "Extreme Deep" at the above three venues

Liberty Science Center, Jersey City, (Oct. '00-Jan. 01)

Next venue is the Museum of Natural Science in Raleigh, NC.

** (see other sheets for upcoming venues)

Museum and other Outreach Activities (cont'd)

WHOI Exhibit Center

WHOI maintains an Exhibit Center dedicated to providing information and displays of oceanographic and deep submergence science and research technologies.

Each year approximately 30,000 people visit the WHOI Exhibit Center, many of them during the spring, summer and fall months.

The Exhibit Center staff responds to about 7000-8000 requests of various types per year with the majority being the following: walk-in requests, phone requests, guided tours and email requests.

WHOI Media Relations Office

WHOI maintains a media relations office to assist in the distribution of oceanographic and deep submergence related imagery and visual materials that are both in the public domain as part of the National Deep Submergence Archives, and which WHOI holds the rights. This office also helps notify the media of important scientific findings carried out by scientists using WHOI oceanographic facilities, or researchers at WHOI.

The WHOI Media Relations Office handles ~2,000-3000 requests per year for visual and other materials related to deep submergence. In addition, they distribute ~1,000 press kits or information packets per year as part of their ongoing media-relations program.

Museum and other Outreach Activities (cont'd)

WHOI Media Relations Office (cont'd)

Printed articles in newspapers and magazines number ~500 per year and are primarily handled through this office.

National Geographic Magazine had an article by R. Lutz on hydrothermal vents this past year, and another one is expected in early 2001 by R. Ballard on his Black Sea work.

This office also coordinates use of deep submergence archive footage for educational television programming and film and TV specials. Several TV specials are in progress and will be aired in 2001 including: "The Ultimate 10 Modern Machines" and "Ultimate Underwater Machines", both feature Alvin and Jason.

The total number of requests to the WHOI Media Relations Office for imagery during this year was 248. They break

down as follows:

- 179 still image requests
- 48 video image requests
- 21 combination requests

WHOI Archiving and Outreach Annual Expenses & Revenues CY - 2000

Approximate Annual Expenses Related to WHOI Exhibit Center and Media Relations Office: ~\$400,000.

Maintenance of Deep Submergence Archives ~\$ 75,000.
(as a percentage of the WHOI-MBL library system)

Approximate Revenues from Various Sources: ~ \$ 55,000.

*Note that no licensing fees are charged for news, non-commercial and educational production uses.

Future Outreach Efforts

These efforts include:

- 1) Continuing national tour of "Extreme Deep" exhibit
- 2) Collaboration with National Geographic Television on weekly science news programming
- 3) Assisting S. Lowe and R. Lutz with an IMAX movie on hydrothermal vents partly funded by NSF to be filmed next summer on MAR using Alvin
- 4) Continued efforts at contacting various media organizations to encourage highlighting of deep submergence and oceanographic science and technology

December 11, 2000

WHOI-BBH "Extreme Deep" Exhibit Planning in Progress

<u>Dates</u>	<u>Venue</u>
September 9, 1999 - January 9, 2000	Science Museum, Boston Boston, MA
February 5, 2000 - May 7, 2000	Children's Museum of Indianapolis Indianapolis, IN
May 26, 2000 - September 10, 2000	OMSI Portland, OR
September 29, 2000 - January 7, 2001	Liberty Science Center Jersey City, NJ
February 17, 2001 - May 6, 2001	NC State Museum of Nat. Sciences Raleigh, NC
June 1, 2001 - September 16, 2001	Omniplex Oklahoma City, OK
October 5, 2001 - January 13, 2002	Lawrence Hall of Science Berkeley, CA
February 1, 2002 - May 5, 2002	Philadelphia Academy of Science Philadelphia, PA

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WHOI-BBH "Extreme Deep" Exhibit Planning in Progress

<u>Dates</u>	<u>Venue</u>
May 24, 2002 - September 22, 2002	Open
October 12, 2002 - January 12, 2003	Space Center Houston Houston, TX
February 8, 2003 - May 10, 2003	St. Louis Science Center St. Louis, MO
June 6, 2003 - September 13, 2003	Great Lakes Science Center Cleveland, OH ScienceCity Kansas City, MO
October 3, 2003 - January 11, 2004	Museum of Science Buffalo, NY Great Lakes Science Center Cleveland, OH
January 30, 2004 - May 2, 2004	Open
May 22, 2004 - September 6, 2004	New York Hall of Sciences Queens, NY