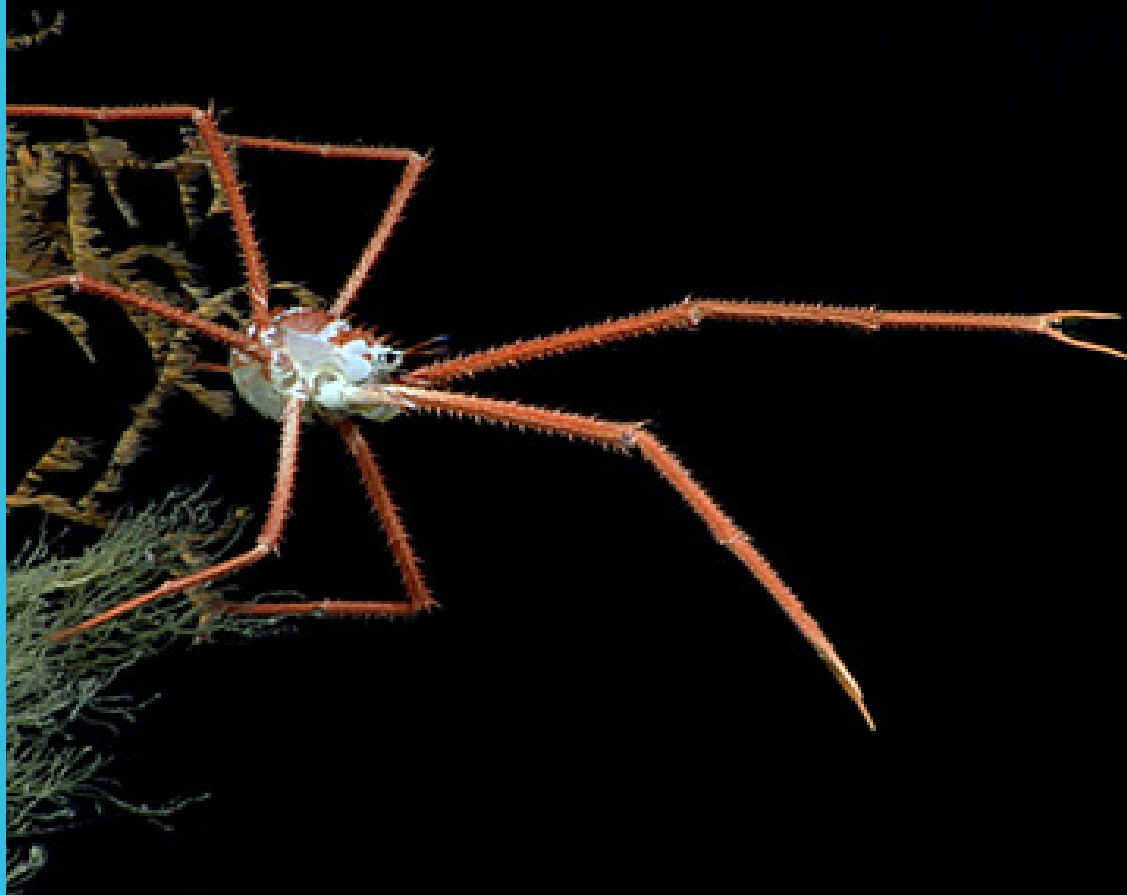


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# NOAA OCEAN EXPLORATION COMMUNICATION, OUTREACH, & EDUCATION OPPORTUNITIES

NOAA Ship *Okeanos Explorer* Remotely Operated Vehicle Expeditions

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**NOAA Ocean Exploration** is dedicated to exploring the unknown ocean, unlocking its potential through scientific discovery, technological advancements, partnerships, and data delivery.

With priority placed on exploration of deep waters and the waters of the U.S. Exclusive Economic Zone, NOAA Ocean Exploration applies the latest tools and technologies to explore previously unknown areas of the ocean, making discoveries of scientific, economic, and cultural value. By making collected data publicly available in increasingly innovative and accessible ways, we provide a unique and centralized national resource of critical ocean information. And, through live exploration video, online resources, training and educational opportunities, and public events, we share the excitement of ocean exploration with people around the world and inspire and engage the next generation of ocean scientists, engineers, and leaders.

**Learn more about us online at:**

**<https://oceanexplorer.noaa.gov/welcome.html>**

# EXPEDITIONS ON NOAA SHIP *OKEANOS EXPLORER*

**NOAA Ship *Okeanos Explorer*** is the only federal vessel dedicated to exploring our largely unknown ocean for the purpose of discovery and the advancement of knowledge about the deep ocean. Missions of the 224-foot vessel include mapping, site characterization, reconnaissance, advancing technology, education, and outreach—all focused on understanding, managing, and protecting our ocean.

During *Okeanos Explorer* expeditions, data are collected using a variety of advanced technologies to map and explore unknown or poorly known deepwater ocean areas, features, and phenomena at depths ranging from 250 to 6,000 meters (820 to 19,700 feet).

The ship is equipped with **telepresence technology** that uses a satellite connection to send collected data to shore in real time. Because of this technology, unlike many traditional ocean exploration expeditions, most of the scientists participating in *Okeanos Explorer* expeditions remain on shore, actively engaging in expeditions from anywhere in the world. This technology also allows anyone with an internet connection to watch and listen to ongoing expeditions, bringing the excitement of ocean exploration and discoveries into classrooms, newsrooms, and homes and **providing unique outreach, communication, and education opportunities**.



*The ship is operated by the NOAA Commissioned Officer Corps and civilians as part of NOAA's fleet managed by NOAA's Office of Marine and Aviation Operations. Mission equipment is operated by NOAA Ocean Exploration in partnership with the Global Foundation for Ocean Exploration. Expeditions are planned collaboratively, with input from partners and stakeholders and with the goal of providing data that will benefit NOAA, the scientific community, and the public.*

# PRIMARY COMMUNICATION & OUTREACH TOOLS

During expeditions on NOAA Ship *Okeanos Explorer* that include remotely operated vehicle (ROV) dives, NOAA Ocean Exploration uses the following communication and outreach tools:

- Live video
- Web content
- Social media
- Live interactions

*\*\*This document focuses on content and opportunities available during expeditions on Okeanos Explorer that include ROV operations. Many expeditions on the ship focus exclusively on seafloor mapping and do not include ROV operations; while communication and outreach opportunities may exist during mapping-focused expeditions, they will not be as extensive as those available during expeditions with dives.*



# LIVE VIDEO

During expeditions on NOAA Ship *Okeanos Explorer* with remotely operated vehicle (ROV) operations, dives will typically be streamed daily from approximately 8 a.m. to 5 p.m. within the time zone that the ship is operating in. Specific dates and times for an expedition, however, will vary and that information will be posted on the NOAA Ocean Exploration website (<https://oceanexplorer.noaa.gov/welcome.html>) when available.

**Live video is available to anyone** with an internet connection on:

- An expedition's main web landing page (url varies)
- The NOAA Ocean Exploration live video web page: <https://oceanexplorer.noaa.gov/livestreams/welcome.html>
- NOAA Ocean Exploration YouTube: <https://www.youtube.com/oceanexplorergov>

What to expect from the live video:

- Diving with the two-body ROV system of *Deep Discoverer* (also known as "D2") and *Seirios*
- Three video feeds:
- During live dives: *Deep Discoverer* view (Camera 1), *Seirios* view (Camera 2), "Quad" view (Camera 3)
- When live dives are not being conducted: Seafloor mapping data acquisition (Cameras 1 and 2), replays of previous dives (Camera 3)
- Dives may span 250 to 6,000 meters (820 to 19,685 feet) depth, depending on the expedition
- Dives are narrated by on-ship science leads, ROV pilots, and on-shore science participants

## How YOU Can Engage or Participate

- Tune in!
- Share links to the livestream
- Embed the YouTube feed on your own website
- Stream to a physical location (classroom, aquarium, etc.)
  - Requires an internet connection
  - Feel free to contact us about setting up the stream



# WEB CONTENT

During expeditions on NOAA Ship *Okeanos Explorer* with remotely operated vehicle (ROV) operations, content is added to the NOAA Ocean Exploration website on a rolling basis while the expedition is underway. Content posted typically includes the items listed below.

## Main expedition (home) landing page:

- Live video (once dives start)
- Live expedition map
- Live (Twitter) updates
- Multimedia highlights
- Expedition overview
- Links to relevant education content
- Related links
- Media contacts

**Dives:** Short summaries of dives, with locations identified on a map and direct links to associated images and videos.

**Meet the Explorers:** Biographies of members of the science and ROV teams who are physically onboard *Okeanos Explorer* and whose voices you are likely to hear most often when watching the live video.

**Media Resources:** Information, resources, and multimedia for members of the media developed in association with a specific expedition or exploration campaign.

**Expedition Features:** 250 to 500-word stories about expedition news, technology, science, and people, written by authors from a variety of disciplines and organizations who are participating in the expedition.

**Gallery:** Expedition images and videos, posted on a rolling basis throughout the expedition. Unless otherwise noted, all content is in the public domain (please credit NOAA Ocean Exploration, [expedition title]).

*All expedition content posted is featured on the NOAA Ocean Exploration website home page and shared via social media.*

## How YOU Can Engage or Participate

- Write an expedition feature (*contact the [NOAA Ocean Exploration Communications Team](#) for more information*)
- Share links to content
- Download and share images and videos



# SOCIAL MEDIA

## Follow NOAA Ocean Exploration

**Twitter:** @oceanexplorer; <https://twitter.com/oceanexplorer>

- Regular updates posted throughout a dive, approximately every one to three hours
- Includes more frequent updates on delays/cancellations than other social channels
- Includes tweets to new features, videos, and other content added to the NOAA Ocean Exploration website

**Facebook:** @OceanExplorationResearch; <https://www.facebook.com/OceanExplorationResearch/>

**Instagram:** @noaaocexploration; <https://www.instagram.com/noaaocexploration/>

- One or two posts a day, usually one in the morning with the dive plan for the day and one in the afternoon announcing the end of a dive and linking to newly added web content

**YouTube:** @oceanexplorergov; <https://www.youtube.com/oceanexplorergov>

- Another option for watching the live video
- Also features video content from past expeditions

## How YOU Can Engage or Participate

- Use #Okeanos for any expedition-related posts
- Tag our social media accounts in your own expedition-related posts
- Follow us and share our posts
- Share links to live video and other content posted on the NOAA Ocean Exploration website
- Post images and videos from dives (*all expedition content is in the public domain*)



# LIVE INTERACTIONS

During expeditions on NOAA Ship *Okeanos Explorer*, NOAA Ocean Exploration may conduct a limited number of ship-to-shore live interactions, allowing for two-way dialogue between scientists and engineers on the ship and interested groups on shore, such as VIPs, expedition partners, guests at aquariums, classrooms, online viewers, etc.

Interactions scheduled with individual groups will last 20-30 minutes and are available free to audiences by request. These interactions will typically be conducted using a video conferencing platform such as Google Meet or Zoom. Other options for streaming live interactions (e.g., to a large auditorium) may be available and can be discussed on a case-by-case basis.

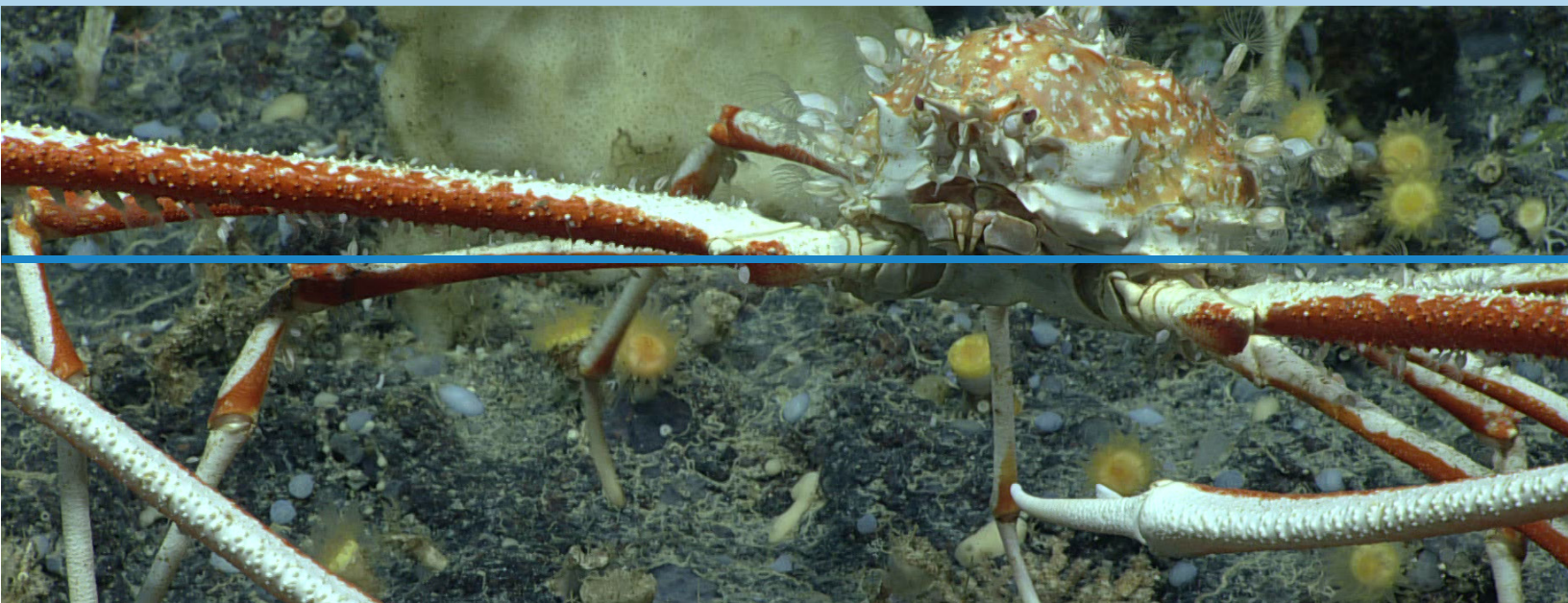
During expeditions, NOAA Ocean Exploration may also host publicly streamed live interaction webinars that are also broadcast to social media platforms such as Facebook or YouTube. These interactions are open to everyone and all are encouraged to participate.

## How YOU Can Engage or Participate

- Request a live interaction for your organization by sending an email to NOAA Ocean Exploration Outreach Specialist and Coordinator Shellby Johnson-Rodney at [shellby.johnson@noaa.gov](mailto:shellby.johnson@noaa.gov), including the following:
  - Subject line: Live Interaction Request
  - Include: Organization, audience, desired date, number of participants, length of interaction, and any special requests

*Note that we can only accommodate a limited number of live interaction requests; any requests will be considered with the expedition schedule and staff bandwidth in mind*

- Help promote any publicly streamed events or stream the events to your own social media channels





# EDUCATION

NOAA Ocean Exploration provides a number of **formal education resources** to share the excitement of at-sea discoveries and the science behind a specific expedition and ocean exploration in general with educators, students, and members of the public around the world.

For a **specific expedition**, educational resources will be posted on the expedition's main web landing page.

## Other Resources

- **The Education section of the NOAA Ocean Exploration website** (<https://oceanexplorer.noaa.gov/edu/welcome.html>) includes additional lesson plans and collections of curricula, information on professional development opportunities, and information on ocean-exploration careers.
- **NOAA Ocean Exploration maintains a Facebook account** specifically for educators (<https://www.facebook.com/oceanexplorationeducation/>). Follow the page to join a network of ocean educators and explorers from around the world.
- **The Deep Ocean Education Project website** (<https://deepoceaneducation.org/>) is a one-stop-shop for ocean exploration education resources, combining materials and exploration opportunities from NOAA Ocean Exploration, Ocean Exploration Trust, and Schmidt Ocean Institute.



# CONTACTS & RESOURCES

## Contacts

- NOAA Ocean Exploration Communications Team: [ocean-explore-comms@noaa.gov](mailto:ocean-explore-comms@noaa.gov)
- NOAA Ocean Exploration Education Team: [oceanexeducation@noaa.gov](mailto:oceanexeducation@noaa.gov)
- General inquiries: [oceanexplorer@noaa.gov](mailto:oceanexplorer@noaa.gov)

## Quick Links

- NOAA Ocean Exploration website: <https://oceanexplorer.noaa.gov/welcome.html>
- Expeditions main page: <https://oceanexplorer.noaa.gov/explorations/explorations.html>
- NOAA Ocean Exploration Education web pages: <https://oceanexplorer.noaa.gov/edu/welcome.html>
- Deep Ocean Education Project: <https://deepoceaneducation.org/>
- Media Kit (*includes information on image and video use*): <https://oceanexplorer.noaa.gov/news/media-kit.html>

## Social Media

- Twitter: @oceanexplorer; <https://twitter.com/oceanexplorer>
- Facebook: @OceanExplorationResearch; <https://www.facebook.com/OceanExplorationResearch/>
- Education Facebook: @oceanexplorationeducation; <https://www.facebook.com/oceanexplorationeducation/>
- Instagram: @noaaocexploration; <https://www.instagram.com/noaaocexploration/>
- YouTube: @oceanexplorergov; <https://www.youtube.com/oceanexplorergov>

