

WORLD OCEAN Observatory™

2018

ANNUAL REPORT



Advocating for the ocean through education and science-based communications

World Ocean Radio

A long-running weekly series of five-minute audio essays on a wide range of ocean issues from science and education to advocacy and exemplary projects. Hosted by Peter Neill, World Ocean Radio is available for podcast, RSS feed, and syndicated use at no cost to college and community radio stations worldwide. *Early 2019 marks its 500th broadcast.*

World Ocean Forum

Fresh ideas, new solutions, provocative and imaginative conversations about the future of the ocean. WorldOceanForum.org offers an active platform dedicated to proposals for change in ocean policy and action worldwide, linking unexpected people with unexpected ideas, and offering a knowledgeable outlet for research, opinion and storytelling.

World Ocean Journal

An annual digital magazine on ocean culture and solutions to today's ocean issues. Each volume includes essays, interviews, art, exhibits and more, profiling the vital impacts of the ocean on our lives. Five volumes are available to date. The 2018 issue is dedicated to the principles and concepts contained within the Ocean Literacy framework.

World Ocean Explorer

World Ocean Explorer is an educational gaming experience that will be free for use in the classroom and at home by ocean enthusiasts ages 10 and up. Inspired by the Next Gen Science Standards and the Ocean Literacy Curriculum, World Ocean Explorer is an immersive gaming experience designed to excite students about scientific ocean exploration and to promote ocean literacy worldwide.

Global Ocean Awareness Campaign

Building a global community of ocean advocates through programs and educational outreach, networks, special projects, a comprehensive Ocean Curriculum Catalog and educational website, and relentless social media. We're engaging, educating, and communicating important ocean issues and we're reaching ocean stewards, environmentalists, conservationists, scientists, engineers, and thoughtful citizens of the ocean around the globe. *The sea connects all things.*

Celebrating
16 Years
in 2019



Raising ocean awareness. Increasing ocean literacy. Fostering optimism. Suggesting solutions. Inspiring global action. The World Ocean Observatory does this and more with energy, efficiency and enthusiasm.

Mission

The World Ocean Observatory is dedicated to advocating for the health and sustainability of the ocean through an accessible worldwide network of communication. Using various programs and special projects, W2O is committed to building an expansive global community of Citizens of the Ocean. Through education, partnership, information exchange, public connection and relentless communications, we promote ocean awareness to conserve marine resources for the future of all mankind.

Strategies

- To communicate globally
- To use the efficiency of partnerships and existing structures
- To reach a differentiated audience, locally and worldwide
- To affect the inter-generational transfer of knowledge
- To be science-based and humanities-driven
- To be non-litigious, independent and apolitical
- To advocate through information and education
- To promote civil discourse, peace and security on the ocean
- To be optimally economical in service, personnel, and overhead

BROADCAST AFFILIATES

WORLD OCEAN RADIO is produced in association with WERU 89.9 FM, Blue Hill, Maine and is distributed via the Public Radio Exchange, the Pacifica Network, Soundcloud, and at the California Academy of Sciences/Steinhart Aquarium; KSER-FM, Everett, WA; WGDR 91.1 FM, Goddard College Community Radio; Erie Maritime Museum; 3CR Melbourne, Australia: Out of the Blue; Waiheke Radio, 107.4 FM, Waiheke Island, New Zealand; Mystic Seaport; iTunes; Geneva Radio; WRFA-LP, Chautauqua County: WUOW-LP, Oneonta, NY; KRFP-LP, Radio Free Moscow, Moscow, Idaho; WRST-FM, University of Wisconsin Community Radio; WAZU 90.7 FM Peoria, IL; South Western Africa's dlist.org; East Coast Africa's dlist-asclme.org; at WorldOceanObservatory.org; KOWA 106.5 FM, Olympia, Washington; 90.5 WERG-FM, Gannon University; WZRD 88.3 FM, Northeastern Illinois University in Chicago; KKFI 90.1 FM, Kansas City Community Radio; WXAC 91.3 FM, Albright College, Reading, PA; The TerraMar Project, the Otter Project, KVNF 90.0, Western Colorado Community Radio; KVG D, Goldendale Community Radio, Goldendale, WA; KRZA 98.7 FM, Community Radio, Alamosa, Colorado; KVOY 104.5 FM, Community Radio, Central Oklahoma; KCEI 90.1 FM, Cultural Energy Media, Northern New Mexico/Southern Colorado; GCR2, Global Community Radio, Clay County, WV; KBOO Community Radio, 90.7 FM, Portland, OR; 104.1 KPPQ, CAPS Radio, Ventura, CA; WHPW, Harpswell Radio, **and our newest broadcast partners:** WTJU 91.1 FM, University of Virginia, Charlottesville; KAOS 89.3 FM, Olympia Community Radio, Evergreen State College, Oregon; KACR-LP, 96.1, Alameda Community Radio, California; WRWK-LP, 93.9, The Work FM, Midlothian, Virginia; KVMR 89.5, Nevada City, CA, and WGRN 89.5, Greenville University Radio, Illinois.



GLOBAL ADVOCACY



OCEAN HEALTH AND SUSTAINABILITY

World Ocean Radio is a weekly audio feature for web and podcast listeners, and for worldwide distribution through college and community radio stations and partners. Presented by longtime host Peter Neill, World Ocean Radio offers a unique perspective on important and relevant ocean issues such as the health of our watersheds and coastal pollution; the consequences of an industrialized world; sea level rise and extreme weather; the plastic pollution crisis; threatened pristine waters in our quest for more and cheaper fossil fuels; overfishing around the world; what happens out of sight on the high seas; Arctic health and its indigenous peoples; threats to the biodiversity of the world's species. Much of the news is dire, but we also eagerly share the good work being done around the world: coastal communities with innovative adaptive technologies for a changing landscape; preservation and celebration of maritime heritage on a global scale; more science-driven attention being given to our changing climate; innovative technological responses to renewable energy; community resilience; expanded efforts worldwide to reduce marine plastic; countries dedicated billions of dollars to protect marine areas and sustainable fisheries. And there is much more. We have produced nearly 500 episodes to date and we look forward to 500 more.

World Ocean Radio broadcasts offer meaningful, relevant, science-based information, news and commentary about the state of the world ocean. We offer first-person essays that report on the issues we're most concerned with today: ocean acidification, overfishing, hydro-fracking, threats of extinction, policy and governance, cultural tales that inspire, innovative technologies, plastic pollution, and more. The common thread in each radio broadcast is relevant information for each of us on the planet about the state of our world ocean.





WORLD OCEAN FORUM CONTRIBUTORS

E.O. Wilson, *The Half-Earth Project*; Doug Woodring, *The Ocean Recovery Alliance*; Ashley Cooper, *Images from a Warming Planet*; Mia Bennett, *Cryopolitics*; Thor Sigfusson, *Iceland Ocean Cluster*; Mark Spaulding, *The Ocean Foundation*; Nishan Degnarain, *World Economic Forum*; Giulio Boccaletti, *The Nature Conservancy*; Krisanne Baker, *Eco Artist*; Joe Quirk, *Seasteading Institute: Floating City Project*; *Conservation International*; Fred Bahnson, author; *Ocean Frontier Institute*; Paul Mayewski, *Climate Change Institute*; Andrew Kornblatt, *Online Ocean Symposium*; Doug Struck, *Pew Charitable Trust*; David Wolman, *Biographic*.

THOR SIGFUSSON ICELAND OCEAN CLUSTER



Understanding Problems, Developing Solutions

by Thor Sigfusson, Founder and
Chairman, Iceland Ocean Cluster

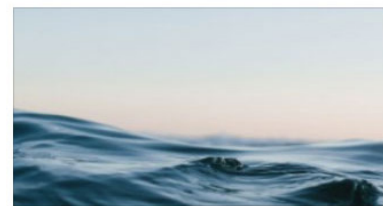
LINCOLN PAINE



Sea Trade: How Do We Value the Ocean?

by Lincoln Paine, author and maritime
historian

MICHELLE BENDER EARTH LAW CENTER



An Introduction to Ocean Rights

by Michelle Bender, Earth Law Center



World Ocean Observatory
Oct 22, 2018 - 5 min read

MATTHEW BALLEW ETAL YALE CLIMATE CHANGE 360



Why Do Some People Become Citizen Activists?

What leads people to become active
citizens on climate change? In this paper,
researchers investigate and compare a
variety of potential...

GIULIO BOCCALETTI THE NATURE CONSERVANCY



Why We Need to Think Bigger to Protect the World's Water

by Giulio Boccaletti, Chief Strategy
Officer and Global Managing Director
The Nature Conservancy

CRISPIN DOWLER UNEARTHED



Revealed: Meet the Millionaires Hoarding Fishing Rights in the U.K.

As the UK prepares to leave the EU,
policy makers grapple with fishing
policy and a future with equitable

**BOLD AND
ENGAGING
CONVERSATIONS**



**ABOUT THE
FUTURE OF
THE OCEAN**

World Ocean Forum is a place for key ocean voices to contribute to an active forum of opinion, ideas, and proposals for change in ocean policy and action worldwide. We invite opinion, research, storytelling and journalism as vehicles for communicating the climate and ocean message.



Alex More, PhD

In late 2018 World Ocean Observatory welcomed Dr. Alex More as our new Managing Editor of the World Ocean Forum. Alex is a historian who studies the impacts of climate change on population health and the economy. He currently holds an appointment in the Department of History at Harvard University and is an Assistant Research Professor at the Climate Change Institute. He will be instrumental in bringing many new professional voices to the Forum; we look forward to his curatorial work and to his own climate expertise.

World Ocean Forum links unexpected people with unexpected ideas. In 2018 we published works from E.O. Wilson of the *Half-Earth Project* discussing the eight million species we don't know. He argues that the only way to reverse an extinction crisis is through a conservation moonshot, by enlarging the area of Earth devoted to the natural world enough to save the variety of life within it. Doug Woodring of the *Ocean Recovery Alliance* shared his group's mission to demand corporate responsibility for the plastic pollution crisis and to shame businesses into ceasing their involvement in shark finning practices in Asia and beyond. Thor Sigfusson of the *Iceland Ocean Cluster* submitted a piece on Iceland's policies for using 100% of the fish and finding encouraging ways to inspire other countries to engage in similar sustainable fisheries practices. The list goes on. We continue to add new contributors to the platform each month and in early 2019 will be launching a brand new platform.

We hope you will have the opportunity to visit worldoceanforum.org. With a new look, a new structure, and a new managing editor, we are looking forward to the future of the Forum: with your help we are building an exciting new platform for great ocean minds to share ideas, innovations, and the possibility of solutions yet to discover.



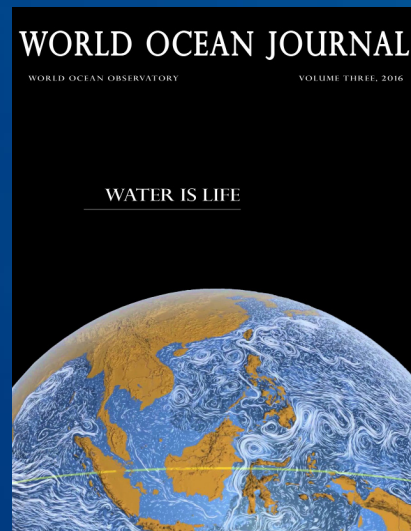
VOLUME 1 INAUGURAL ISSUE

This first volume includes essays, interviews, art, music, exhibits and performances in a vital profile of the impact of the ocean on our lives. We introduce exemplary ocean advocates, describe innovative projects, and offer perspectives and ideas to help us understand the full extent of the ocean crisis and to suggest solutions, actions and alternative approaches.



VOLUME 2 ISLANDS

Volume 2 of the Journal evokes islands in many forms. We begin at the United Nations with a Keynote Address by President Remengesau on the future of Palau; we examine the impacts of the island of plastic garbage in the Pacific; we review a new and provocative book about remote islands; and we offer observations on islands as a state of mind, set apart in space and time.



VOLUME 3 WATER IS LIFE

This year's edition is all about water, the world's most promising and imperiled natural element. This issue focuses on the inter-connected cycles of water; profiles modern solutions toward a new hydraulic society; discusses the fundamental questions about water issues; and offers ideas for a new relationship built around fresh water and the ocean: new modes of living that are within our grasp.



VOLUME 4 THE OCEAN AND HUMAN HEALTH

In Volume 4 we focus on the many ways the ocean impacts human health and well-being. Our hope with this volume is to broaden perspectives and expand the conversation about the importance of a robust ocean for our physical and social health, the health of the planet, and for our very survival.

AN ANNUAL DIGITAL MAGAZINE



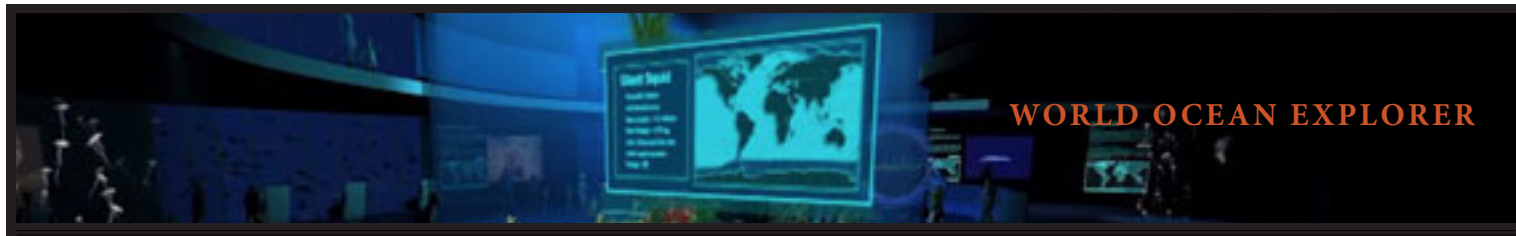
DEDICATED TO OCEAN SOLUTIONS

VOLUME 5 OCEAN LITERACY

WORLD OCEAN JOURNAL is an annual digital magazine on ocean culture and solutions to today's ocean issues. Its purpose is to profile the various and vital impacts of the ocean on our lives. Each volume may include essays, interviews, art, curated research, exhibits, stories, reviews, performances and more in a vital profile of the impact of the ocean on our lives. We introduce exemplary ocean advocates, describe innovative projects, and offer perspectives and ideas to help us understand the full extent of the ocean crisis and to suggest solutions and actions to mitigate destructive behaviors and to offer alternative approaches.

In October of 2018 we released our fifth volume: an issue dedicated to the seven principles of Ocean Literacy. In it we demonstrated each principle through expert commentary and highly illustrative use of compelling maps, graphs, charts, photos and videos to convey the concepts contained therein. *World Ocean Journal* is designed to create thought-provoking, eccentric content that we hope will fascinate, inspire, and be of use for educators, students, policy makers and *Citizens of the Ocean* everywhere.





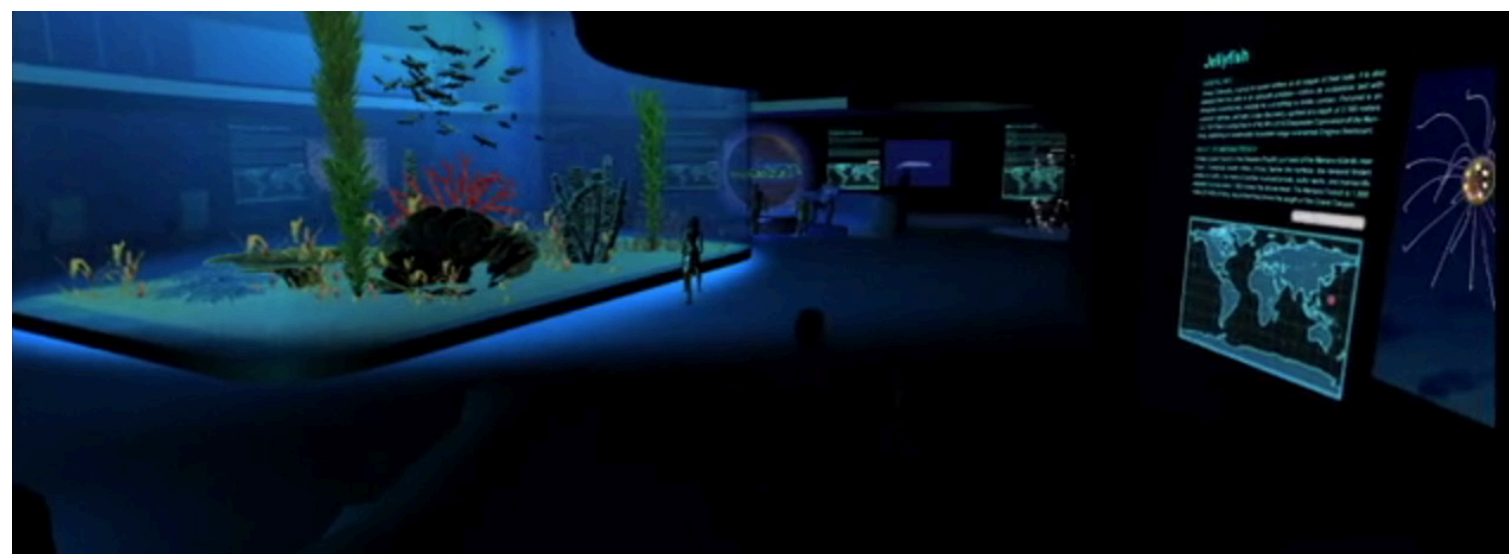
ABOUT

WORLD OCEAN EXPLORER is an educational gaming experience, free for use in the classroom and at home by ocean enthusiasts ages 10 and up. Simulate a walk through a deep ocean aquarium, find marine species rarely seen; engage with ocean systems; click through to educational content and curriculum; and board a manned submersible for exploration of a variety of ocean environments.

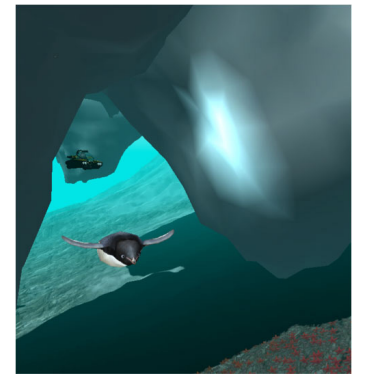
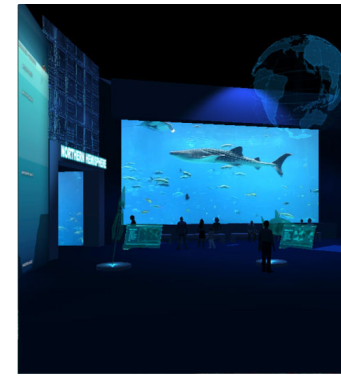
Inspired by the Next Gen Science Standards and the Ocean Literacy Curriculum, WORLD OCEAN EXPLORER is an immersive gaming experience designed to excite students about scientific ocean exploration and to promote ocean literacy worldwide. Aboard the submersible, complete goal-driven mission scenarios or conduct free-play explorations. Choose a locale: a polar sea, a tropical coral reef, a hydrothermal vent at the deepest depths of the ocean, a shipwreck on the seafloor, an oil spill at an offshore rig...all the while gathering samples and data for use in the classroom.

VISION

Our goal is to distribute Explorer in traditional classroom and home school environments (via laptop or PC) with future expansion to include additional educational modules and the potential for a virtual reality experience. WORLD OCEAN EXPLORER is designed for ease of use, download, and cost efficiency. The platform will be available absolutely free of charge to any educator who wishes to increase ocean literacy and foster interest in ocean systems in their classroom.

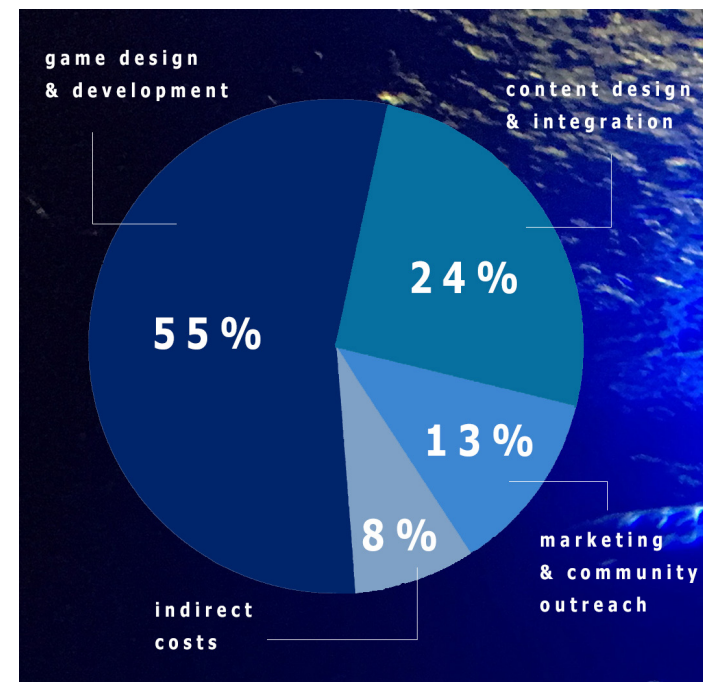


www.worldoceanobservatory.org/world-ocean-explorer



WORLD OCEAN EXPLORER is designed to increase ocean literacy and interest in ocean fields of study. Visitors will be able to engage with the marine environment through interactive displays, learning about species and habitat not otherwise available for display in an aquarium setting.

A beta version of Explorer will be available upon completion of Phase II. This version will include a basic interactive aquarium and game space with a variety of aquarium environments and mission scenarios aboard an ROV. The aquarium will have a variety of tanks with species both common and rarely seen. There will be information on ocean systems; interactive displays for learning about species and habitat; and curriculum links for further study and exploration. Further advancement of the project (to include virtual reality, a projection element for use in larger public spaces, and an educational theater within the platform) will take place after the beta version is launched and further funding is acquired. WORLD OCEAN EXPLORER has the potential to use the Internet to bring together an ocean literacy community of users not limited to formal classroom structures, limitations, budgets, and proximity to ocean aquariums around the country.



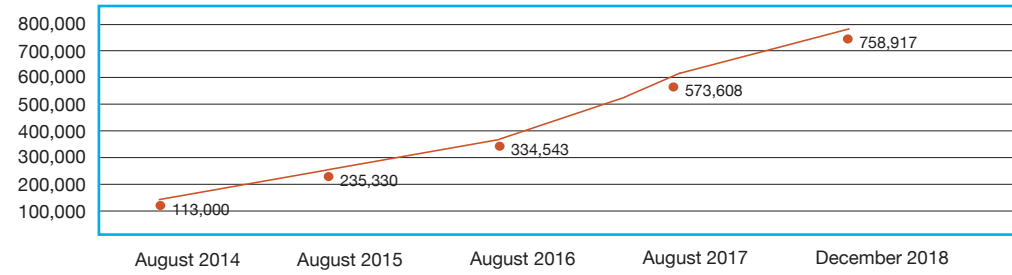
BUDGET

The overall budget for all phases of World Ocean Explorer is \$250,000. This project budget reflects costs for Phase II of World Ocean Explorer development (beginning in April 2019) and represents game development, content integration, and beta deliverable.

Cost for Phase II: \$98,000.

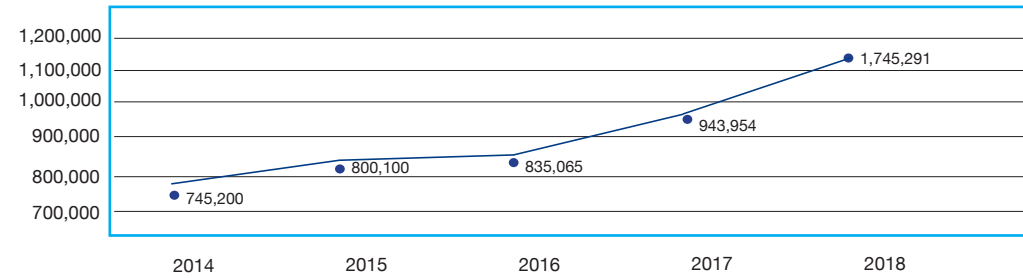
FACEBOOK FOLLOWERS

Aug 2014: 113,000
 Aug 2015: 235,330
 Aug 2016: 334,543
 Sep 2017: 573,608
 Dec 2018: 758,917



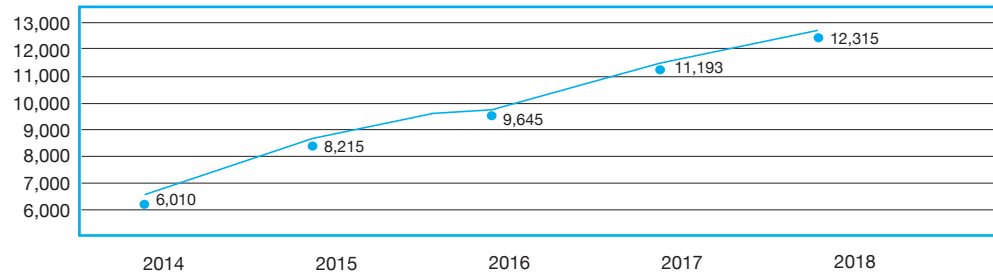
WEBSITE VISITATION

2014: 745,200
 2015: 800,100
 2016: 835,065
 2017: 943,954
 2018: 1,745,291



E-NEWSLETTER SUBSCRIPTIONS

2014: 6,010
 2015: 8,215
 2016: 9,645
 2017: 11,193
 2018: 12,315



GLOBAL OCEAN AWARENESS CAMPAIGN

Since 2003 we have been building a global community of ocean advocates through programs and educational outreach, networks, special projects, and relentless social media on a diverse platform. We reach our constituents via the resources available on worldoceanobservatory.org, on Facebook, LinkedIn, Instagram, Twitter, YouTube, the Public Radio Exchange and the Pacifica Network, through global radio outlets and via podcast platforms everywhere. The Internet has allowed us to reach enormous numbers of people from all walks of life at no cost.

This is the purpose of the W2O: through all of our programs and special projects we endeavor to expand strategies related to sharing resources and teaching tools on ocean issues, conservation and solutions; to build our audience exponentially; to be a catalyst for transformative behavior for the future of the ocean; to foster optimism; to suggest solutions; and to share ocean news far and wide amongst all *Citizens of the Ocean* on earth.



www.worldoceanobservatory.org

OCEAN AWARENESS TOOLS



FOR THE 21ST CENTURY

GLOBAL REACH MAP

We enthusiastically continue to take steps toward reaching a broader audience of Citizens of the Ocean worldwide. We do this energetically and relentlessly through World Ocean Radio (which broadcasts its 500th episode in early 2019), through our digital magazine the World Ocean Journal, through the expansion of World Ocean Forum, in development of World Ocean Explorer, an online aquarium and gaming platform for students ages 10 and up, through social media, and so much more. This dynamic, comprehensive, global communications strategy that has been our purpose from the very beginning.



ADVISORY BOARD

Dr. Tundi Agardy, Chair, South Seas
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STAFF

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Dr. Alex More, Director, World Ocean Forum
Peter Neill, Director & Founder

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RESOURCES



FURTHER INFORMATION

GUIDESTAR PROFILE

guidestar.org/profile/46-5693943

WORLD OCEAN RADIO

worldoceanobservatory.org/world-ocean-radio

WORLD OCEAN FORUM

worldoceanforum.org

WORLD OCEAN JOURNAL

worldoceanobservatory.org/world-ocean-journal

WORLD OCEAN EXPLORER

worldoceanobservatory.org/world-ocean-explorer

2018 CASE STATEMENT | ABOUT THE W2O

worldoceanobservatory.org/about-w2o

W2O PARTNERSHIPS & COLLABORATIONS

worldoceanobservatory.org/partners

WORLD OCEAN OBSERVATORY AT MEDIUM.COM

medium.com/@TheW2O

THE OCEAN AS A CLASSROOM | WORLD OCEAN CURRICULUM GUIDE

worldoceanobservatory.org/ocean-curriculum-catalogue

WORLD OCEAN OBSERVATORY

is a major utility for ocean communication as a means to advance public awareness and political will, and is dedicated to providing information and education about the health of the ocean. It is our belief that the sea connects all things. Visit us online at www.worldoceanobservatory.org

Thank You

W2O has been a part of the conversation about ocean awareness since 2003. More people than ever are aware of their connection to the sea regardless of their proximity to it; to the consequences of the plastic pollution crisis and the imperative to find solutions; more citizens around the world are feeling the effects of climate change: water stress, extreme weather, coastal health, the plight of coral reefs, the transformation of the Arctic; to the imperative for a healthy and vibrant fresh water continuum; and to the many threats to our very existence. We find a remarkable amount of resilience and resolve within a community of concerned Citizens of the Ocean: people around the world are more mindful than ever of the importance of embracing the concepts of ocean literacy, sharing their knowledge and taking action for a healthy ocean. It is our honor and our pleasure to continue serving our growing global community. We are grateful to you, our supporters, for your steadfast advocacy of our programs, projects and endeavors for the future of the world ocean.



@worldoceanobservatory



YouTube

/thew2o



@thew2o



@peter-neill

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