

Web Production Plan 2005 Florida Coast Deep Corals Exploration NOAA Ocean Explorer

September 22, 2005
Conference Call Summary

<http://oceanexplorer.noaa.gov/explorations/05deepcorals/welcome.html> (**public site**)
<http://snake.nos.noaa.gov/explorations/05deepcorals/welcome.html> (**preview site**)
<http://oceanexplorer.noaa.gov/about/kit/welcome.html> - (**web coordinator field kit**)

The Florida Coast Deep Corals Exploration project team had a 90-minute conference call to review the NOAA Ocean Explorer Web site, identify topics and authors for background essays and mission logs, and discuss the Web production process for building their Web offering. A summary of the production plan is below. Please see the links in each section for additional information.

Dates/deadlines

Sept. 27, 2005	Distribute production plan to team members.
Oct. 17, 2005	Deadline for submitting all background materials and mission facts to Cindy Renkas. ** **PLEASE NOTE: Any materials submitted between October 6-19 should be sent to Jennifer Walden, as Cindy will be unavailable only during those dates. Jennifer.Walden@noaa.gov , phone 1-800-704-2270, x 172
Oct. 31, 2005	Target launch date of preview Web site for internal review.
Nov. 7 - 21, 2005	Mission dates. Public web site launches and publishes updates from mission.

Web Coordinator

Cindy Renkas
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Webmaster

Joe Flood
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Webmaster (backup)

Mike Shelby
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Production Process/Roles

<http://oceanexplorer.noaa.gov/about/kit/welcome.html>

As Web Coordinator, Cindy Renkas will serve as the central conduit at sea for all content submissions to the Web site. She will work directly with the Principal Investigators (PIs) and others at sea to coordinate and arrange for content to be developed for the site. It will be assumed that all submissions are final and suitable for posting. All content on the site resides in the public domain. Credit will be given in bylines and/or image captions as discussed during the conference call. External links can be used when they provide more information on the topics.

As Webmaster, Joe Flood will be the main point of contact for the Web Coordinator. He is responsible for building and maintaining the offering. He will craft all materials in a manner consistent with the site specifications. He will also arrange for a copy edit of all submissions. (If an extensive edit is required, material will be returned to authors for their approval prior to posting.) In addition to text and image

processing, he can also render final video formats for the site. In most cases, produced video shorts and log submissions will be posted within 24 hours of their arrival.

Background Essays and Materials

http://oceanexplorer.noaa.gov/about/kit/guides_essay.html

The group outlined a comprehensive set of background essays. The Web team noted that original content is an element of Ocean Explorer that makes it unique and vibrant.

The items listed below were proposed for submission. All essays should be 500-1000 words in length, written in lay terms, and accompanied by 3-5 images with descriptive captions.

Essay topics and authors (in parentheses) are identified below:

1. **Mission Intro** (Sandra Brooke) – This text, derived from the Mission Plan, will serve as an overview of the mission and will reside on the mission’s homepage.
2. **Mission Plan** (Sandra Brooke) – A discussion of the goals and objectives of the mission. What are you going to do, and why is it important? If possible, please include a reference or station map(s) to show generally where you are going. We can link to partner organizations if appropriate.
3. **Signature Image** (Sandra Brooke) – Sandra will provide a lophelia image.
4. **Education** (Paula Keener-Chavis) – Three lesson plans will be developed for this mission, for grades 5-6, 7-8 and 9-12.

“Ask an Explorer” will be utilized during this expedition. Emails will be sent to Paula Keener-Chavis and those that warrant answering will be sent to Cindy Renkas for answering by the at-sea team.

The science team was asked to consider individuals to be part of Ocean Explorer Careers. Sandra will consider this question and come up with a couple of names.

5. **Chemical Ecology** (Valerie Paul) – an essay on ecological products generated by secondary metabolites
6. **Genetics of Deep Sea Snails** (Jerry Harasewych)
7. **Lophelia Genetics** (Cheryl Morrison) – an essay on the genetic differences across regions of lophelia.
8. **Microbial Colonies Associated with Lophelia** (Julie Olson)
9. **Fish and Fisheries (Doug Weaver)** – Fish in this region, potential fisheries and fish ecology.
10. **Habitat Differences (Chuck Messing)** – Different habitats in this region and the biological differences between them. A discussion of what is driving these differences.
11. **Technology Section: Acoustic Listening Devices** (Brad Gilmore) – Description of how this new device is used for the “tools” section in technology. Please Note: A technology essay on acoustics is available for cross-referencing:
<http://oceanexplorer.noaa.gov/technology/tools/acoustics/acoustics.html>
12. **Technology Section: In Situ Sampler** (Julie Olson) – An essay on this unique tool.
13. **Explorers** (Cindy Renkas) – All organizations will coordinate their own individuals and send completed bios along with a head shot to Cindy. The PIs will coordinate the explorers and submit their information to Cindy. All individuals will be listed alphabetically.
14. **Mission Facts** (Sandra Brooke) –The Web team is looking for approximately 10-15 short, interesting facts about the geographic area or topic of study. These will be placed on the homepage throughout the expedition. (Example: Often named the “Galapagos of North America” the Channel Islands National Marine Sanctuary has an extremely diverse list of species. This list includes 27 species of whales and dolphins that frequent the Sanctuary. **or** The most common species of tube worm on the upper Louisiana slope, *Lamellibrachia luymesii*, is the oldest living invertebrate known, living for over 250 years!)

The materials above are required by October 17 in order to launch the preview Web site. All other content will be submitted during and after the mission.

Mission Logs

http://oceanexplorer.noaa.gov/about/kit/guides_logs.html

Cindy Renkas will be the Web coordinator. The R/V SEWARD JOHNSON will be used for this expedition. While underway, logs will be transmitted via E-mail. When on shore and when possible, high-speed connections or phone lines will be utilized for transmittals. Slideshows of 5 or more images can be utilized if transfer of video poses a problem. NOTE - Video vs. slideshows – we can use both, so one shouldn't preclude another.

Topical logs should be based on events and accomplishments, and preference given to slideshows and multimedia supplements rather than extended text. Many authors should be encouraged to write logs. Logs should be 250-500 words in length, written in lay terms, and accompanied by 2-3 images with descriptive captions. Cindy Renkas will coordinate and submit all log submissions to the home Web team.

The following Mission Log topics were discussed:

- “Ask an Explorer” – Selected questions will be submitted to the exploration team from shore. Cindy Renkas will receive the questions from Paula Keener-Chavis, and arrange for answers from the appropriate member of the science party.
- A perspective from the teacher-at-sea (Tracy Griffin)
- Mission Summary (Sandra Brooke) – A summary of the mission, with supporting media.

Essay and Log Submission Process:

Essay content should be submitted directly to Cindy Renkas. Log text and images (with captions and bylines) will be emailed from Cindy Renkas either from the ship or on shore to Joe Flood in Silver Spring, MD.

Image & Video Specifications

<http://oceanexplorer.noaa.gov/about/kit/specs.html>

Specifications for media are available in the Web Coordinator's Field Kit. This covers images, video, and audio content. Please note that high-resolution images can be transferred to Joe on a CD on/after the cruise even if the daily submission pictures are submitted at a lower resolution (~600 pixel width at 72 dpi). High-resolution images can be added to the site after the mission and will include metadata to properly identify the image and credit.

It was agreed that credit for images and video would be identified as:
“Brooke et. al., NOAA, HBOI.”

Other Items/Agreements:

- The Ocean Explorer home page will link directly to the offering for the length of the mission; log or essay images will be the lead image on the home page during the mission, mission facts will also point homepage visitors directly to the offering.
- Please refer to your (public) URL when conducting interviews, writing press releases, or distributing video news releases. NOTE – Fred Gorell (fred.gorell@noaa.gov) is the NOAA OE PR contact. Fred will be available to coordinate any interviews, press releases, or distributing video news releases. If there is a PR contact from the investigators' organizations or institutions, he/she should include the Ocean Explorer URL in his/her materials.
- When submitting Web materials, please do not imbed photos in Word documents. Please send all image files to be included with background essays, etc., as separate files.

- When back on shore, post-cruise feedback regarding the Web offering is welcome.
- There is the possibility of a live interview via a satellite conference call.
- Creating a podcast was discussed.
- The site can include a RSS feed from HBOI's At-Sea Web site, if one is available.

Participants:

Exploration Team:

Sandra Brooke, Oregon Institute of Marine Biology

Ocean Explorer Web Team:

Mike Shelby, NOAA/NOS

Joe Flood, NOAA/NOS

Cindy Renkas

Office of Ocean Exploration Team:

Don Collins, NOAA NODC

Fred Gorrell, NOAA OE

John McDonough, NOAA OE

Cindy Renkas, NOAA OE