

Attachment A

Statement of Purpose

The Ocean Today Kiosk (kiosk) will be a highly visual, dynamic, and visitor friendly experience in the Ocean Hall. This exhibit element in the Ocean Hall, Ocean Systems gallery, will include 2 kiosks, each with a 32-inch touch screen display and a 42-inch echo monitor above. This will allow for multiple groups to simultaneously interact with the kiosks. Complementing the kiosk is a headline news crawler to entice visitors to learn more at the kiosks. A world map will be located at each kiosk as well.

Ocean Today will contain ocean news in an informal-learning, touch-screen environment. A dynamic attract loop will invite visitors to explore several content areas. The guiding principles for Ocean Today are as follows:

- Enhance ocean literacy among museum goers through multimedia offerings;
- Create an enticing multimedia experience that attracts visitors;
- Provide timely content on current and foundational ocean topics;
- Provide a diversity of highly visual content, including results of scientific studies, updates on ongoing expeditions or programs, ocean-related weather phenomena, conservation updates, and fun stories;
- Provide content that is updatable on a variety of time scales (days to months);
- Provide content that complements the Ocean Hall and the Ocean Web Portal;
- Match the format, length, and subject matter of the offerings to the anticipated behavior of Kiosk users, for example, provide short videos (from 45 seconds up to three minutes) rather than lengthy essays;
- Provide a contributor based venue for relevant content using a contributor kit to facilitate incorporation and display of this content;
- Develop and maintain an editorial review process (described in this document) to ensure accuracy, balance and timeliness;
- Refresh existing content on a regular basis;
- Share developed content with a network of other kiosks;
- Ensure that the Kiosk is content-driven, with technology playing a supportive, rather than directive, role;
- Adapt functionality to technology updates over time;
- Ensure a user-friendly environment.

Educational Goals

- Enhance ocean literacy among museum-goers through multimedia offerings
- Visitors will be able to state that the Ocean is a constantly changing dynamic environment
- Visitors will be more aware of ocean issues in the news
- Visitors will be able to identify and explain the importance of two ocean related topics
- Visitors will understand that ocean events are relevant to their lives

Seven Principles of Ocean Literacy

- The Earth has one big ocean with many features.
- The ocean and life in the ocean shape the features of Earth.
- The ocean is a major influence on weather and climate.

- The ocean makes the Earth habitable.
- The ocean supports a great diversity of life and ecosystems.
- The ocean and humans are inextricably interconnected.
- The ocean is largely unexplored.