

Attachment C

Ocean Today Ticker Tape

A 20-foot long ticker tape with two-inch high characters is mounted on the bottom of the mural directly above the Ocean Today kiosk area in the Ocean Hall. The ticker tape features headlines from current ocean news stories, NOAA press releases, weather alerts, and ocean literacy messages. The Ocean Today team will determine the headlines being displayed.

Management of the content is done by NOAA via a Web interface that generates Really Simply Syndication (RSS) feeds currently used for the regular updating of the NOAAWatch.gov website. It is the responsibility of the Ocean Today production team to ensure that the Ocean Today RSS feed is available each day for use by the tickertape. This feed is available for other uses and its use is encouraged.

http://www.noaawatch.gov/rss/ocean_today.xml

The ticker tape will display a minimum of 10 headlines each day. Headlines will cover a variety of content areas and type.

- Ocean News Stories
- Ocean specific NOAA Press Release Headlines
- NOAA Headline Weather Alert
- Ocean Literacy Messages

The following science and new media websites will be used to populate those portions of the feed:

Ocean News Stories

[Science Daily](#)

[Live Science](#)

[New Scientist](#)

[Phys Org](#)

[Earth Wire Marine](#)

[Environmental News Network](#)

[Christian Science Monitor](#)

[Nature Journal](#)

[Scientific American](#)

[The Washington Post](#)

[The New York Times](#)

[The Los Angeles Times](#)

[BBC](#)

[Sydney Morning Herald](#)

[New Zealand Herald](#)

Press Releases and articles from leading institutions, universities, and organizations within the ocean community and members of the Ocean Today network will also be used to populate this portion of the feed, including:

[Woods Hole Oceanographic Institute](#)

[Scripps Research Institute](#)
[University of Washington](#)
[The Ocean Portal](#)
[National Geographic](#)
[National Snow and Ice Data Center](#)
[Sea Grant](#)
[Centers for Ocean Sciences Education Excellence](#)
[Consortium for Ocean Leadership](#)
[The Ocean Project](#)
[Association of Zoos and Aquariums](#)
[Mission Blue - Sylvia Earle Alliance](#)
[Earth Gauge](#)
[National Science Foundation](#)
[National Environmental Education Foundation](#)
[National Marine Educators Association](#)
[Smithsonian Institution](#)

*including member museums and Smithsonian Magazine

NOAA Press Releases and Articles

Press releases and articles from NOAA headquarters, NOAA line offices, regional offices, and all program offices will be used to populate this portion of the feed.

[National Oceanic and Atmospheric Administration](#)
[NOAA National Marine Fisheries Service](#)
[NOAA National Ocean Service](#)
[NOAA Oceanic and Atmospheric Research](#)
[NOAA National Weather Service](#)
[NOAA National Environmental Satellite, Data, and Information Service](#)
[NOAA Climate Program Office](#)

NOAA Headline Weather Alert

<http://www.noaawatch.gov/>

This item will only be used when a severe weather alert has been issued and tracked on the NOAAWatch website.

Ocean Literacy Messages – The pool of messages that encompass this body of material are in the hundreds. Earth Gauge, the National Environmental Education Foundation (NEEF) and the chapters of the National Marine Educators Association (NMEA) compiled the messages that address the seven essential principles of ocean literacy. The seven essential principles are:

1. The Earth has one big ocean with many features.
2. The ocean and life in the ocean shape the features of Earth.
3. The ocean is a major influence on weather and climate.
4. The ocean makes the Earth habitable.
5. The ocean supports a great diversity of life and ecosystems.

6. The ocean and humans are inextricably interconnected.
7. The ocean is largely unexplored.

The Smithsonian and NOAA reviewed the messages and agreed upon those that are appropriate for populating this portion of the feed. As new messages arrive they will continue to review and update the pool of messages to draw from for this portion of the feed.