Lights, Camera, Ocean!
International Partners Engaging Youth in Ocean Messaging

M. Schaadt¹, Henard, S.², Rossiter, A.³ and Mastro, E.¹

1 Cabrillo Marine Aquarium, San Pedro, CA USA
2 Nausicaa Aquarium, Boulogne, FRANCE
3 Waikiki Aquarium, Waikiki, HI, USA
Different Age Groups Benefit from Different Modes of Educational Strategies
The Attention of Younger Audiences is Captured with Technology and Social Media

Eighty Percent of Teens use Social Media and Thirty Percent of Teens Video Share

Pew Internet Report 2012 (pewinternet.org)
Compared with older generations, today’s youth are more concerned with money, and image and less willing to participate in environmental issues than older generations at the same age.
Today’s Youth (12-17 year olds) can be Strong Influences as “Opinion-Makers” to Adult “Decision Makers”

The Ocean Project 2012 (theoceanproject.org)

Youth are the greatest household influencers in terms of conservation and environmental practices
Each Aquarium Held a Video Contest with Similar Rules and Regulations
- Each Aquarium judged their own submissions
- Videos were uploaded and debuted on World Ocean Day (June 6 2012)
And the Winners are…

Everyone
Nausicaa Aquarium
World Ocean Network
And the Winners are....

Ocean Karma
Eliza, Ashley, Danica, Gillian and Mia
Waikiki Aquarium
And the Winners are....

Untitled
Kelly Russ
Cabrillo Marine Aquarium
Lessons Learned

Promote program early  
(September 2012)

Offer Adult Mentors

Connect to Schools Directly
See for Yourself
Please Join Us

Mike Schaadt  
mike.schaadt@lacity.org

Stephane Henard  
aquariology@exchange.nausicaa.fr

Andrew Rossiter  
andrewro@hawaii.edu

Ed Mastro  
ed.mastro@lacity.org