



**WORLD OCEAN
Observatory™**

2018

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.

W2O requests continued foundation support to further advance and expand upon these four key program areas:

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. Available for podcast, RSS feed, and syndicated use at no cost to college and community radio stations worldwide.

World Ocean Forum

Fresh ideas, new solutions, provocative and imaginative conversations about the future of the ocean on an active platform dedicated to proposals for change in ocean policy and action worldwide. Linking unexpected people with unexpected ideas, the Forum offers 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. Four volumes are available to date, with a fifth due for release in October. The 2018 issue is dedicated to the concepts of the Ocean Literacy principles.

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. The sea connects all things.

Advocating for the ocean through education and science-based communications

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

Celebrating 15 Years



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; KVGd, 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 watershed and coastal pollution; nitrogen runoff from an industrialized world; sea level rise; plastic gyres swirling in our seas; threatened pristine waters in our quest for more and cheaper fossil fuels; the consequences of extreme weather; overfishing around the world; Arctic health and its indigenous peoples; threats of extinction and trophic cascade. Much of the news is dire, but we are eager to share the good work being done around the world, too: 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 more than 470 episodes to date and we look forward to the future.

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

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, The World Economic Forum; Giulio Boccaletti, The Nature Conservancy; Krisanne Baker, Eco Artist; Peter Neill, World Ocean Observatory; Joe Quirk, The Seasteading Institute Floating City Project; Conservation International; Fred Bahnson, author; the Ocean Frontier Institute; Paul Mayewski, The Climate Change Institute; the Arctic Futures 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

MIA BENNETT CYROPOLITICS



Who Really Built Canada's First Highway to the Arctic Ocean?

by Mia Bennett,
Author and Founder, Cryopolitics.

MARK SPAULDING THE OCEAN FOUNDATION



Deal Signed to Advance Fight Against Ocean Acidification

by Mark Spaulding, President, The Ocean
Foundation

NISHAN DEGNARAIN WORLD ECONOMIC FORUM



83 Countries Are More Ocean Than Land

by Nishan Degnarain, Member,
Monetary Policy Committee, Central
Bank of Mauritius and Gregory S. Stone,
Executive Vice-President and Chief...

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

KRISANNE BAKER ECO ARTIST



Water is Life

World Ocean Observatory
Nov. 2

**BOLD AND
ENGAGING
CONVERSATIONS**



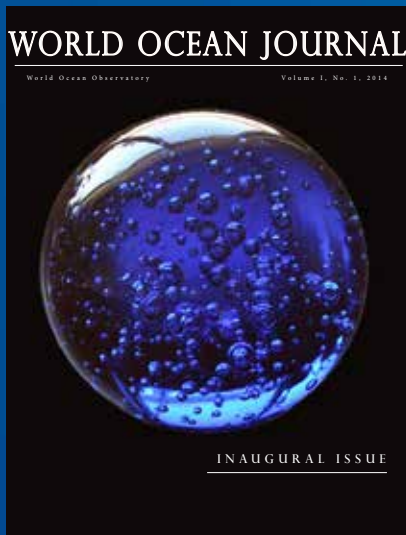
**ABOUT THE
FUTURE OF
THE OCEAN**

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 ocean message.

The Forum links unexpected people with unexpected ideas. Thus far in 2018 we've heard from Doug Woodring of the Ocean Recovery Alliance sharing his group's mission to demand corporate responsibility for the plastic pollution crisis and to shame business into ceasing their involvement in shark finning practices in Asia and beyond; Mia Bennett, Arctic expert, often weighs in from her *Cryotopia* blog with information about Arctic health, the areas indigenous peoples, and the policies that affect them; Thor Sigfusson of the Iceland Ocean Cluster, eager to share Iceland's policies for using 100% of the fish and to find encouraging ways to inspire other countries to engage in similar sustainable fisheries practices. And the list goes on. We continue to add new contributors to the platform each month and have plans for late 2018 to establish a new structure for compartmentalizing and sharing content by category.

World Ocean Forum offers a powerful tool for ocean communications. It is an aggregate of information, opinion and educational resources, and serves to amplify the ocean message and encourage engagement with a global audience. It is the goal of the World Ocean Observatory to provide responsible science-based information to institutions, experts, students, educators and curious citizens around the world. The Forum offers a platform for great ocean minds to share ideas, innovations, and the possibility of solutions yet to discover.





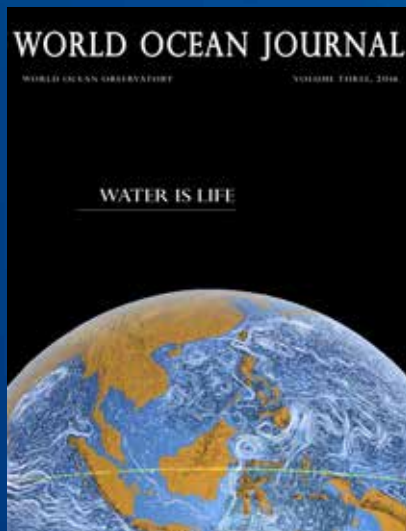
VOLUME 1 INAUGURAL ISSUE

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.



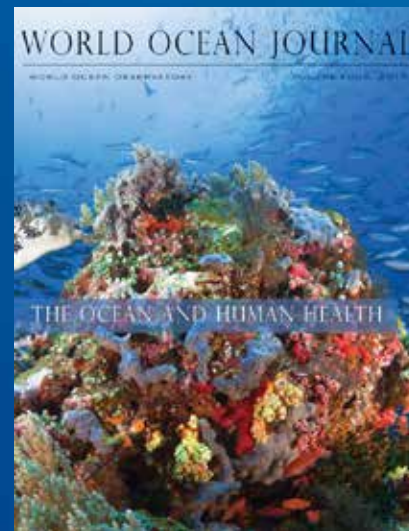
VOLUME 2 ISLANDS

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 ocean and the inter-connected cycles of water; profiles modern solutions toward a new hydraulic society; discuss the fundamental questions about water issues; and ideas for a new relationship built around fresh water and the ocean toward 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

WORLD OCEAN JOURNAL

DEDICATED TO
OCEAN ISSUES

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 papers, 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.

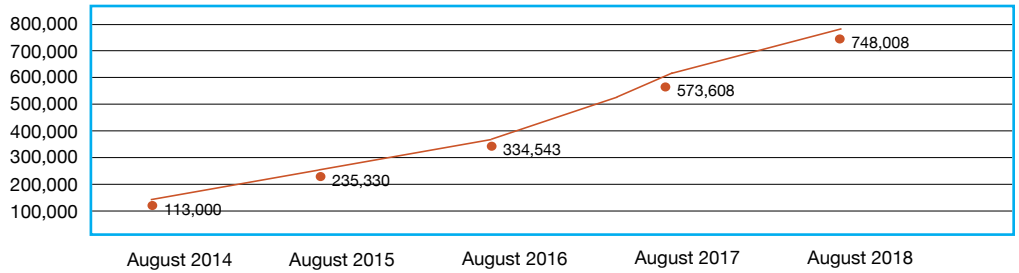
In October of 2018 we will release our fifth volume. This year we dedicate the issue to the seven principles of Ocean Literacy, and will demonstrate each through expert commentary and highly illustrative use of compelling (and beautiful) maps, graphs, charts, photos and videos to convey the concepts contained therein. Our goal is to create a colorful, thought-provoking, eccentric iteration of the Ocean Literacy principles that we hope will fascinate, inspire, and be of use for educators and students anywhere.

World Ocean Journal is distributed through our social media channels, to our 12,500 member user group, and to the members of the National Marine Educators Association. We also hope to engage the creators of the Ocean Literacy principles and to further expand outreach through those connections. In advance of the Volume 5 release, we are engaging our national and international World Ocean Radio audiences by broadcasting an 8-part series on Ocean Literacy, further serving the *Journal* as written essay contributions and topics for discussion.



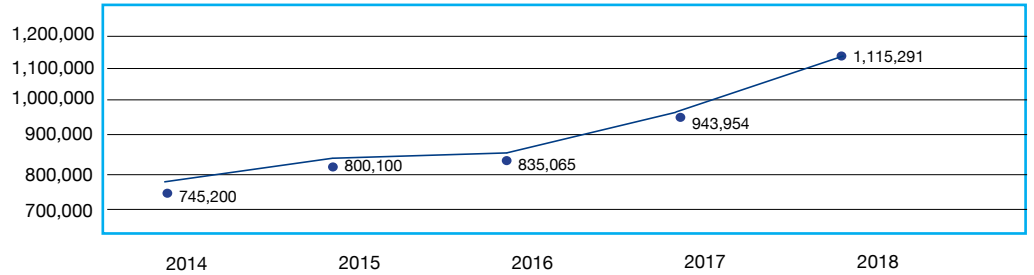
FACEBOOK FOLLOWERS

Aug 2014: 113,000
Aug 2015: 235,330
Aug 2016: 334,543
Sep 2017: 573,608
Aug 2018: 747,831



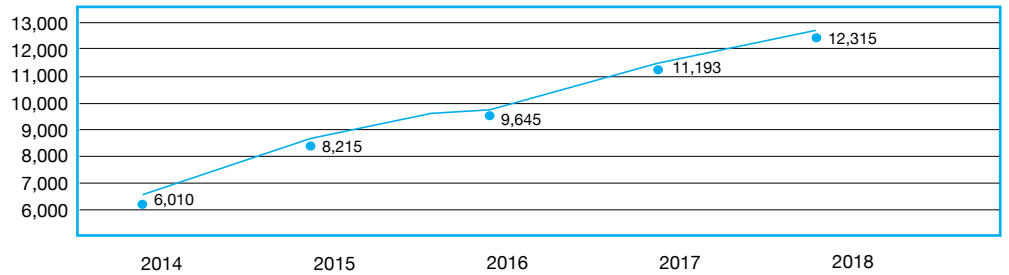
WEBSITE VISITATION

2014: 745,200
2015: 800,100
2016: 835,065
2017: 943,954
2018: 1,115,291



E-NEWSLETTER SUBSCRIPTIONS

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



OCEAN
AWARENESS
TOOLS



FOR THE
21ST
CENTURY

GLOBAL OCEAN AWARENESS CAMPAIGN

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 on our website, on Facebook, LinkedIn, Instagram, Twitter, YouTube, Google+, Tumblr, 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: 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.



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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

medium.com/world-ocean-forum

WORLD OCEAN JOURNAL

worldoceanobservatory.org/content/world-ocean-journal

WORLD OCEAN EXPLORER

worldoceanobservatory.org/content/world-ocean-explorer

2017 CASE STATEMENT | ABOUT THE W2O

<http://bit.ly/2ew3yvb>

W2O PARTNERSHIPS & COLLABORATIONS

worldoceanobservatory.org/index.php?q=content/partners

WORLD OCEAN OBSERVATORY BLOGGING AT MEDIUM.COM

medium.com/@TheW2O

THE OCEAN AS A CLASSROOM | WORLD OCEAN CURRICULUM GUIDE

worldoceanobservatory.org/content/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.

Thank You

W2O has been a part of the conversation about ocean awareness since 2003. We've witnessed the "Blue Mind" conservationist strategy and shift of public opinion about the importance and health of the ocean as it spreads outward around the world. 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 certain level of mental resilience and resolve within our community of *Citizens of the Ocean*: educators are more mindful than ever of the importance of embracing the concepts of ocean literacy and teaching their students about the importance of a healthy ocean. It is our honor and our pleasure to continue serving our growing global community and we are grateful to our supporters for their steadfast support of our programs, projects and endeavors for the future of the world ocean.

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