



Conference on Ocean Literacy



For Immediate Release
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**World's Biggest Natural Resource at Serious Risk - Why Should
Americans Care?**

National Security, Economic Security, Food Security

**Members of Congress, Industry, Nonprofits, Government, Academia
Participate in**

**First-Ever Conference On Ocean Literacy a Highlight of World
Oceans Day**

June 7-8, Ronald Reagan Building, Washington DC

Webcast Available at

<http://www.nmsfocean.org/chow2006/cool.html>

Washington, DC - While most Americans appreciate our oceans for a day at the beach, few realize the vital role this immense resource plays in our country's national security, economic prosperity, and food availability. Bringing together a wide array of experts, the first-ever Conference on Ocean Literacy will highlight best practices and explore opportunities to increase public knowledge and understanding of the ocean and its connection to people and the places where they live, work, play and learn.

The two-day event, which coincides with World Oceans Day, will feature speakers including filmmaker Jean-Michel Cousteau, explorer Bob Ballard—who will join the conference live via satellite from the Aegean Sea, and White House Council on Environmental Quality Chair Jim Connaughton, among others.

Vastly unexplored, oceans can help to teach math and science in engaging ways, inspiring our students to pursue careers in oceanography, biotechnology, and engineering, better preparing our nation to compete in the global economy. The conference also will serve as a catalyst for showcasing the oceans as a tool for discovery and exploration in formal and informal education.

Parts of the conference are being carried live at regional sites, which are supplementing the agenda with additional content. Regional locations include: the National Aquarium in Baltimore, MD; Aquarium of the Pacific in Long Beach, CA; John G. Shedd Aquarium in Chicago, IL; J.L. Scott Marine Education Center and Aquarium in Biloxi, MS, and National Mississippi River Museum and Aquarium in Dubuque, IA. Additionally, the conference is being web cast and can be viewed by going to www.NMSFocean.org.

The conference is coordinated by the National Marine Sanctuary Foundation, in conjunction with the White House Council on Environmental Quality, and the White House Office of Science and Technology Policy. Sponsors include the U.S. Department of

Commerce's National Oceanic and Atmospheric Administration, NASA, the National Science Foundation, the U.S. Department of the Interior, the U.S. Environmental Protection Agency and the U.S. Navy.

- more -

A complete agenda is available by calling the contact. Highlights include:

June 7, 2006

9:00 - 10:30am: **Creating an Ocean Literate Society: A National Perspective**

High-level speakers, including members of the Administration and Congress, will address the importance of ocean literacy to our nation.

- Chairman James Connaughton, Council on Environmental Quality
- Mr. Jean-Michel Cousteau, Ocean Future Society
- U.S. Senator Thad Cochran (MS)
- Assistant Secretary Thomas Luce, U.S. Department of Education

10:45 - 12:00pm: **Ocean Literacy: The Link to Economic Vitality**

Government, academia and industry representatives will underscore the value of ocean literacy to the nation's economy.

- Acting Secretary Lynn Scarlett, Department of Interior

12:15 - 1:45pm: **Luncheon Keynote: The Power of the Ocean**

- Mr. Richard Louv, Futurist, Author, *Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder*.

2:00 - 2:30pm: **Ocean Literacy: What You Need to Know**

A discussion of Essential Principles and Key Concepts of Ocean Literacy

- VADM Conrad Lautenbacher, NOAA

2:45 - 4:45pm: **Formal Education: Creating Ocean Literate Students**

Panelists will discuss the challenges and opportunities in formal education relative to getting Ocean Literacy into the classroom and textbooks

- Dr. Gerald Wheeler, National Science Teachers Association

June 8, 2006

9:00 - 9:45: **Live from the Aegean: A Conversation with Bob Ballard**

Telepresence technology will connect Dr. Bob Ballard with participants from his expedition in the Aegean Sea.

- U.S. Congressman Frank Wolf (VA)
- Dr. Bob Ballard, Institute for Exploration

10:00 - 11:45: **Informal Education: Creating an Ocean Literate Society**

Panelists will discuss opportunities to engage the public in ocean literacy through venues such as aquariums, museums and science centers. Federal Sponsor: NASA

- Dr. Jackie Ogden, Disney's Animal Kingdom
- Julie Scardina, Animal Ambassador for SeaWorld, Busch Gardens and Discovery Cove

12:00 - 1:30: **Behind the Lens: A Media Perspective on Ocean Literacy**

Panelists will share perspectives on using the media to create greater ocean awareness in the public at large.

- Mr. Bill Blakemore, ABC News

1:45 - 3:00: **Ocean Literacy and Education: Building an Innovative Workforce through Diversity**

Panelists will discuss strategies to reach out to underrepresented groups, creating a more ocean literate population, and investing in the marine sciences work force of the future.

- RADM Fred Byus, Oceanographer of the Navy

3:15 - 4:45: **Regional Approaches to Ocean Literacy:** Panelists will discuss best practices in regional approaches to ocean literacy, using the Gulf of Mexico Alliance and West Coast COSEE as examples.

- Deputy Secretary of Commerce David A. Sampson.