

Ocean Today: Editorial Policies

Content Development

Video content development and production is the sole responsibility of the contributors. Videos must be reviewed for relevance and scientific accuracy prior to submission. Images, footage, and music must be owned in whole or licensed with express permission for use on the Ocean Today kiosks and not infringe upon the rights of any third party. Ocean Today is not liable for any abuses of copyright law.

Editorial Review Process

(See attachment A for the full listing of Statement of Purpose, Educational Goals, and the Seven Principles of Ocean Literacy)

The Editorial Review Board is responsible for determining whether a video is approved and included in the Ocean Today video archive. The basis for this determination is first and foremost that this story supports the Statement of Purpose and Educational Goals and that submitted materials meet all necessary elements of the proposal form. The editorial board will review all stories for accuracy, balance, relevance, and appropriateness in connecting with the six theme areas and the “Seven Principles of Ocean Literacy”. If a video is not accepted an explanation will be provided and the contributor has the opportunity to revise or resubmit at any time.

The Smithsonian Institution will retain final editorial control over all content displayed on the Ocean Today kiosks at the Smithsonian National Museum of Natural History.

Credits and Acknowledgments

(See Attachment B for examples)

Credits and acknowledgments will be shown at the end of all video pieces. The “credits” will consist of two screens with a total run time of eight seconds. Screen 1 is available to the contributor. Credits will be listed in text format with a maximum of two logos.

Screen 2 will display the Smithsonian Institution and NOAA logos along with the text:

Ocean Today has been brought to you by the Smithsonian Institution
in collaboration with the National Oceanic and Atmospheric Administration.
For more ocean information visit the Ocean Portal at <http://ocean.si.edu>
To watch videos online visit: <http://oceantoday.noaa.gov>

This screen will not be modified in any manner.

Copyright

No copyrighted materials will appear on the Ocean Today kiosks or website without the express permission of the owner.

Endorsements and Contributions

There will be no endorsements of any commercial products or services in the videos or on

the website.

Languages

The videos will be developed in English. Spanish translations are available for select videos.

Closed Captioning

All videos will display captions -- the narration -- at the bottom of the screen in accordance with Section 508 of the American Disabilities Act. (47 CFR § 79.1) It will be the responsibility of the Ocean Today team to create the captions and ensure this requirement is fulfilled.

Attachment A

Statement of Purpose

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.

Attachment B

Credit and Acknowledgement Policy

This treatment will be shown at the end of all video pieces in two screens and will take a total of eight seconds. The first screen will fade in from black over 1 second, remain on screen for two seconds, fade to black over 1 second and into screen two during the next second. The second screen will remain on for two seconds, then fading to black over 1 second.

Screen 1 is available for the contributor to use as they see fit. See example below.



First credit screen

The second screen will display the Smithsonian Institution and NOAA logos along with the text:

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For more ocean information see: <http://ocean.si.edu>

This screen will not be modified in any manner. See example below.



Second credit screen