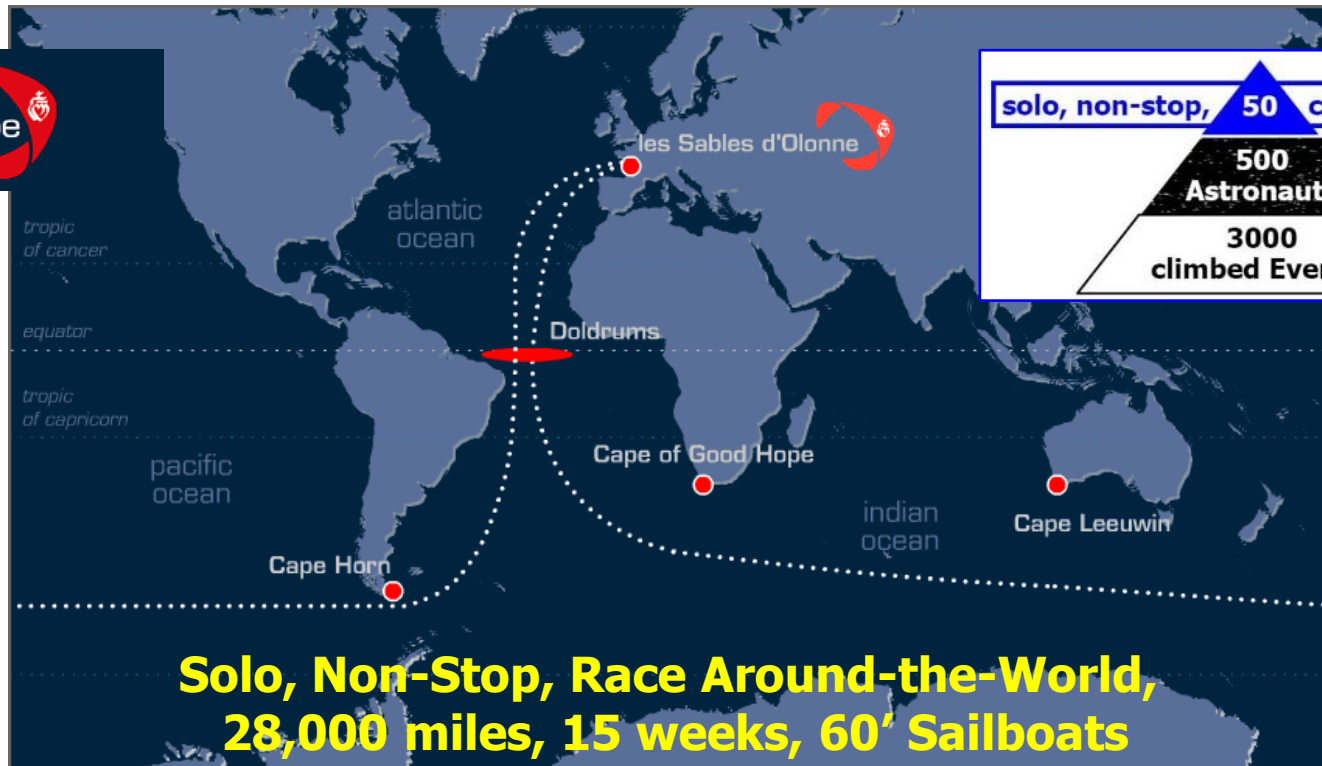




Ocean Challenge Live!

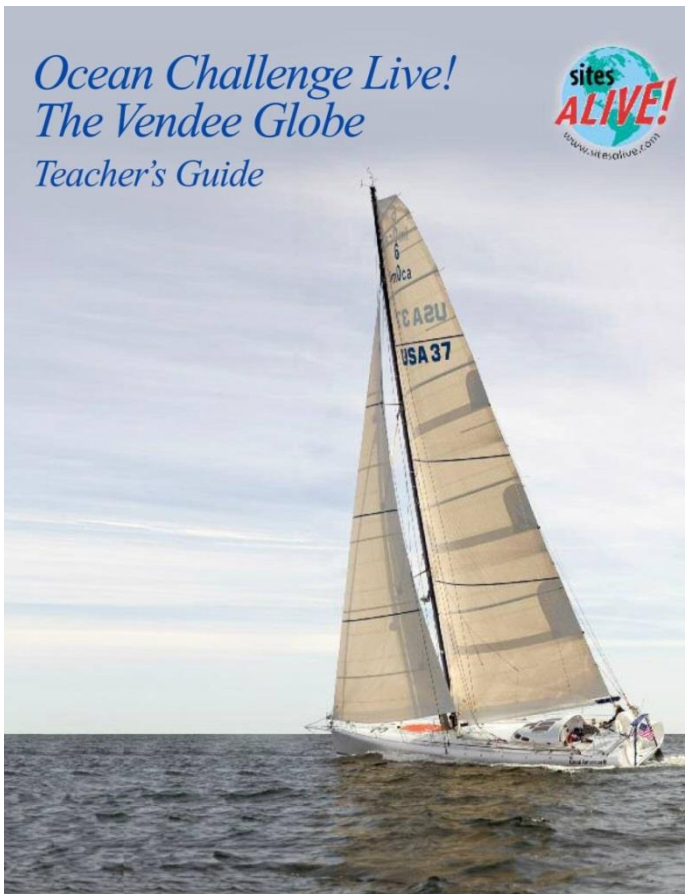


**A Global Newspaper in Education Program!
With 15 In-Paper Weekly Features + Teacher's Guide
+ Live, Interactive, Digital Content
(November 2016 – February 2017)**



**Science – Geography – Math – History – Current Events
Oceans – Climate Change – Antarctica – Marine Wildlife**

***"sitesALIVE! produces some of the most innovative NIE programs you can imagine...
they are always top-notch." ...Jim Abbott, Newspaper Association Of America Foundation***



- **Written by Teachers**
- **15 Weekly Classroom Activities**
- **15 Newspaper Activities**
- **10 Team Projects**
- **63 pages**

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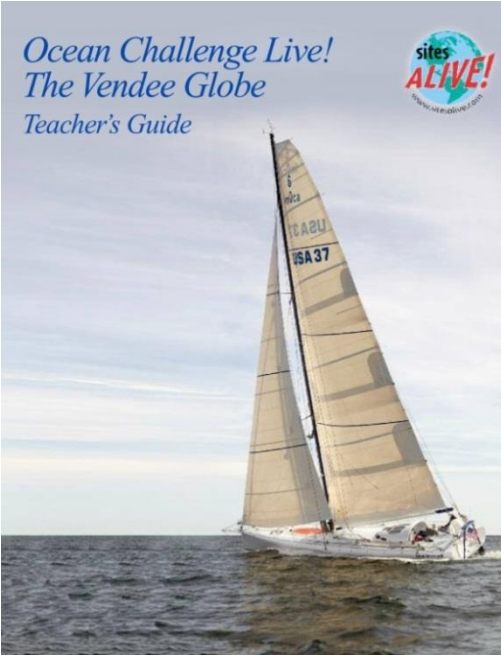
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"We loved it! We used this program with social studies, math, science, computers and language arts! We did it all!" ...6th grade teacher, New York, USA



Newspaper in Education

**-15 Live Weekly In-Paper Features from Sea & Experts
- to Students in Classrooms & Families at Home
(VG2008-9, 50 US Newspapers, 15 weeks, 250K students, 7M weekly readers, 100M exposures)**



**1st Essay Weekly
by Rich Wilson →
at sea**
← **on weekly TG topic**

**2nd Essay Weekly
by Expert →
on land**
← **on weekly TG topic**



Ocean Challenge Live! #5 of 10 Weekly Features
Racing The Transat from Plymouth to Boston

Technology At Sea

By Rich Wilson, Skipper Aboard Great American II

Powered by Technology
By Dr. Ioannis Miaooulis, President and Director, Museum of Science

Send Your Questions to Dr. Miaooulis & Other Experts At sitesalive.com/ask

Powered by Technology
By Dr. Ioannis Miaooulis, President and Director, Museum of Science

At the Museum of Science we understand how essential technological innovations are to Rich's sail across the North Atlantic. Technology helps him navigate, communicate, and forecast the weather. He can monitor wind changes and storm locations, and pinpoint his position, speed, and direction. And with a GPS satellite receiver, he can't get lost during the 3,000-mile race!

The Science Museum has fun using technology to educate the public. Our educators use CyberTracker, a software program that combines animal tracking, satellite technology, and data analysis to determine the latitude, longitude, altitude, and time of animal sightings.

With our roof-top satellite dish, our educators also transmit breaking scientific and technological news, and we use our Iridium phones to talk with researchers in the West Antarctic ice and scientists on the deep-sea submarine Alvin.

The Museum's "Picturing the Planet" exhibit addresses how remote sensing from satellites enables us to better understand weather. We are now experimenting with weather prediction. Opening in 2010, the exhibit will show how radar, satellite, lightning detection technologies, and computer models help us forecast weather.

Whether at home or in school, at sea or at the Museum, technology plays an ever more important role in our lives.

Powered by Technology
By Dr. Ioannis Miaooulis, President and Director, Museum of Science

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Whether at home or in school, at sea or at the Museum, technology plays an ever more important role in our lives.

Serving Foxborough 'keeps me young'

Technology At Sea

Hit the books, then hit the beach!

OPEN HOUSE

Apply Now!

Massachusetts Schools of Law at Amherst

To Unlock Your Potential, This Session Is Key.

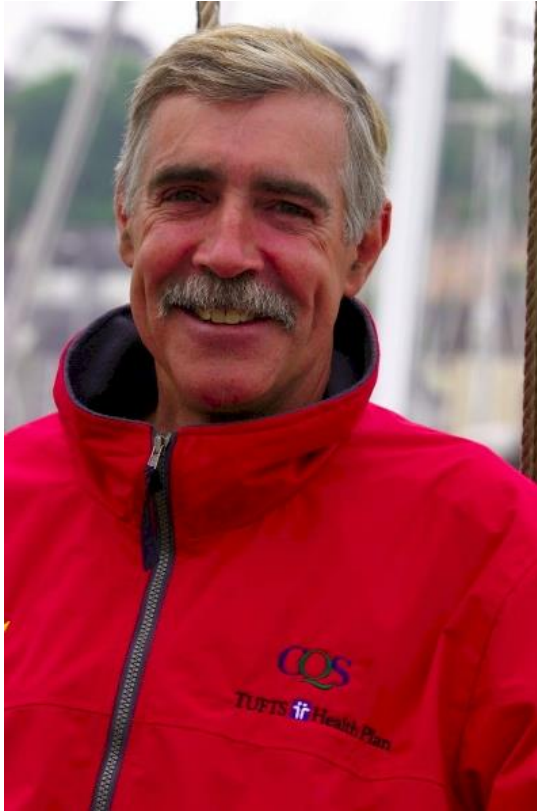
Suffolk University



"It's the only thing we're doing in school that is really happening instead of just pretending." ...6th grader, Pennsylvania, USA

In-Paper 1st Essay Written by: Rich Wilson at sea

- for all Content Distribution Channels
(Newspapers + Website + Apps + Social Media + Partners)



Rich Wilson
Skipper 

Deliverables Schedule to NIE

Weekly NIE Teaching Essay

- on Teacher's Guide Weekly Topic
- by Skipper
- by Expert

Daily Digital

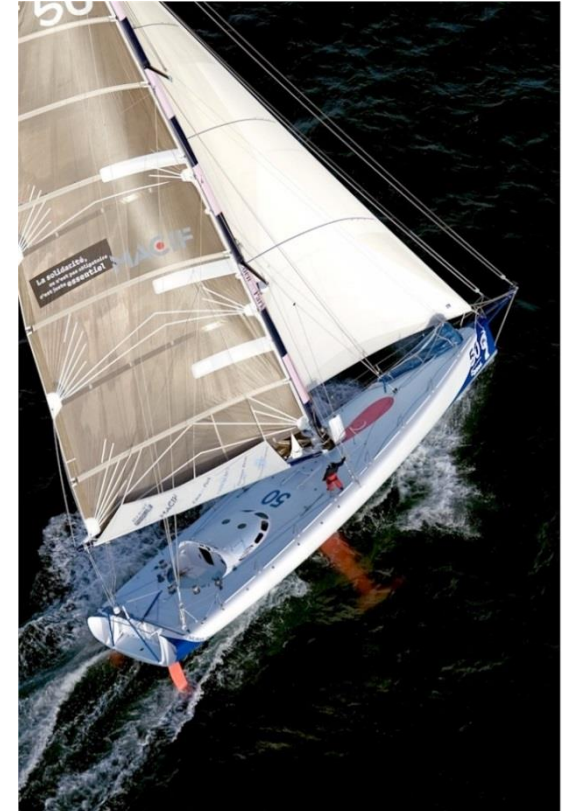
- Ship's Log Data
- Skipper's Journal
- Audio Podcast
- Asthma Peak Flow & Sleep Data
- Heart & Breathing Rate Data

Mon-Wed-Fri Digital

- Photos
- Videos
- Q&A w/Skipper
- Q&A w/Experts

Weekly

- Google Hangout Tele-Conference



Great American IV

"Dreams are only foolish to those who dare not go."

...Bob Dotson, NBC-TV Nightly News

In-Paper 2nd Essay Written by: Team of Experts
 - Each writes 1 NIE Teaching Essay on 1 Teacher's Guide Topic
 - Each Answers 5 Questions Online



Capt. Eric Wallischeck
US Merchant Marine Acad.



Sean Connaughton
U. S. Maritime Administrator



Prof. Dava Newman
MIT – Aeronautics



Dr. Brien Barnewolt
Tufts Med Center
Rich's Emergency Doctor



Dr. Chris Fanta
Harvard Medical School
Rich's Asthma Doctor



Laura Mirabella
Tanker Broker



Capt. Murray Lister
New Zealand Pacific
Rich's Rescuer



Dr. Ioannis Miaoulis
Museum of Science
President



Marti Shea
World Champion Cyclist
Rich's Trainer



Dava Sobel
Author - *Longitude*



Dr. Dan Finamore
Peabody Essex Museum
Maritime Art Curator



Dr. Jan Witting
Sea Education Association
Oceans & Climate



Dr. Ambrose Jearld
National Marine
Fisheries Service



Dr. Chuck Czeisler
Harvard Medical School
Sleep



Lorraine Leo
Jackson School
6th Grade Teacher



Rich du Moulin
Shipowner
Rich's former shipmate



Scott Hamilton
Mt. Everest

"The trick to teaching is to not let them know they're learning anything... until it's too late!" ...Prof. Harold 'Doc' Edgerton, Massachusetts Institute of Technology

Skipper Rich Wilson interactive at sea & online

Team of Experts interactive ashore & online

Address: http://www.sitesalive.com/oc/private/04s/frameSETS/oc_index.html

Ocean Challenge Live!

Our Major Sponsors: COS, TUFTS Health Plan, THE TRANSAT

Great American II | Team of Experts | sitesALIVE Foundation | PRESS ROOM

Boat's Position | Captain's Log & Audio | Weather Maps | Ask-A-Question

Weather & Conditions:

- NW Atlantic Ocean Weather
- NW Atlantic Weather (Longp. Gulf Stream Conditions)
- Icebergs in the North Atlantic

Click for Position Data

CLICK for Rich's Sleep Info Newspaper In Education

Interactive Questions & Answers, Ask-A-Question, Message Boards

Saturday Updates Essays: Wilson/GAI, Essays: Team of Experts, Photos & Video

Activities Teachers Guide, Homeschool Guide, Family Activities

Sponsors & Partners

Start | Microsoft.PowerPol... | Snagit/32 | Welcome to sites... | 8:57 AM

Address: http://www.sitesalive.com/oc/private/04s/experts/frameSETS/oc_index_experts.html

Ocean Challenge Live!

Our Major Sponsors: COS, TUFTS Health Plan, THE TRANSAT

Great American II | Team of Experts | sitesALIVE Foundation

Ask An Expert!

Our Team of Experts will write Essays and Answer your Questions during this program.

Questions & Answers

Ask An Expert!

- Mass. Maritime Academy**
Capt. Thomas Brady
- Brigham & Women's Hosp.**
Dr. Chris Fanta
- US Marsh. Ser. Acad.**
Adm. Joe Stewart
- Museum of Science**
Dr. Ioannis Miaoulis
- Peabody Essex Museum**
Dr. Daniel Finamore
- Brigham & Women's Hosp.**
Dr. Chuck Fender
- Tufts - NEMC**
Dr. Brian Barnewolt
- New Bedford Whaling Mus.**
Ms. Anne Brangie
- US Maritime Admin.**
Capt. Bill Schubert
- SUNY Maritime College**
Vice Adm. John Ryan
- CT Maritime Association**
Ms. Laura Mirabella

Dr. Dan Finamore
Curator, Maritime Arts
Peabody Essex Museum

Dr. Anne Brangie
President
New Bedford Whaling Mus.

Dr. Ioannis Miaoulis
President
Museum of Science

Captain Bill Schubert
Director
U.S. Maritime Admin.

Dr. Brien Barnewolt
Chief, Emergency Medicine
Tufts - New Engl. Med. Ctr.

Dr. Chris Fanta
Center for Chest Diseases
Brigham & Women's Hosp.

Dr. Robert Nierman
Medical Director
Tufts Health Plan

Dr. Chuck Czeisler
Chief, Sleep Medicine
Brigham & Women's Hosp.

Start | Microsoft.PowerPol... | Snagit/32 | Welcome to sitesAL... | 8:52 AM



***"At last, a truly interactive education program designed for the Internet.
We've all been waiting for this." ...7th grade teacher, Florida, USA***



Sample Agreement



Newspaper Agrees to:

1. Market the NIE program to teachers locally
2. Deliver the Teacher's Guide (either Print or PDF) to each participating teacher
3. Publish 15 x ¼ Page Broadsheet In-Paper Weekly Features in Full Run of Newspaper on the weekly schedule from Nov. 2016 – Feb. 2017
4. Deliver Classroom Sets of newspapers to each participating teacher on each day of Feature publication
5. Provide sitesALIVE with the numbers of participating teachers & students

sitesALIVE Agrees to:

1. Deliver a Teacher's Guide (PDF) with 15 weekly classroom & newspaper activities
2. Develop a Team of Experts to write for NIE + Web
3. Create a Website (all content free for use by NIE participants, and for Newspaper's website) with Q&A, Ship's Log, Journals, Essays, Photos, Videos, Audio
4. Email to Newspaper on the weekly schedule below, 15 camera-ready, In-Paper Weekly Features (PDF), ¼ Page Broadsheet, Black & White; Feature includes Map, Teaching Essays, Sponsor logo, Content Partner recognition

<u>Week #:</u>	<u>Feature sent:</u>	<u>Publish week of:</u>
1 Preparation	Fri., Nov. 4	Sun., Nov. 6, 2016
2 North Atlantic Ocean	Fri., Nov. 11	Sun., Nov. 13
3 Environment: Water & Air	Fri., Nov. 18	Sun., Nov. 20
4 Forces of Nature	Fri., Nov. 25	Sun., Nov. 27
5 Communications	Fri., Dec. 2	Sun., Dec. 4
6 Invisible Places	Fri., Dec. 9	Sun., Dec. 11
7 Perseverance & Teamwork	Fri., Dec. 16	Sun., Dec. 18
8 Decision-Making*	Fri., Dec. 23	Sun., Dec. 25

<u>Week #:</u>	<u>Feature sent:</u>	<u>Publish week of:</u>
9 Wildlife	Fri., Dec 30	Sun., Jan. 1, 2017
10 Climate Change	Fri., Jan. 6	Sun., Jan. 8
11 Fisheries Depletion	Fri., Jan 13	Sun., Jan. 15
12 Antarctica	Fri., Jan 20	Sun., Jan. 22
13 Oceanography	Fri., Jan 27	Sun., Jan. 29
14 Marine Transportation	Fri., Feb. 3	Sun., Feb. 5
15 Defining Success	Fri., Feb. 10	Sun., Feb. 12

"Fantastic program! What a thrill. Learning to the highest degree!"
...gifted & talented (grades 1–6) teacher, Indiana, USA

Extra Constituencies

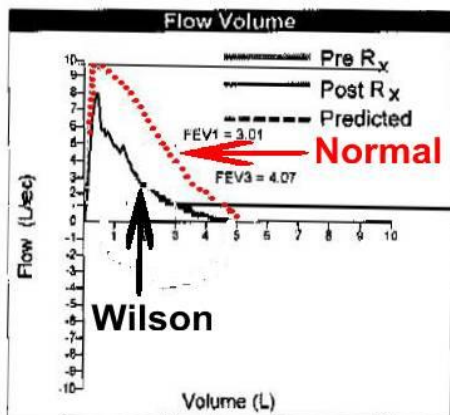
Asthma



Asthma and Allergy Foundation of America



- Rich Wilson has severe asthma
- 9% of US Schoolchildren have asthma

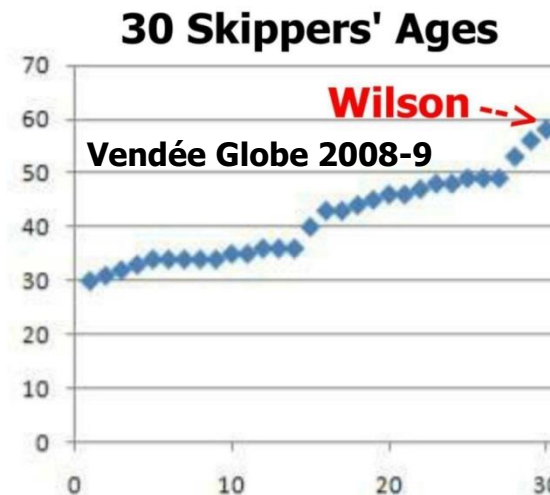


***"If he can do that,
I can do anything."***
...16 year old asthmatic girl

Seniors



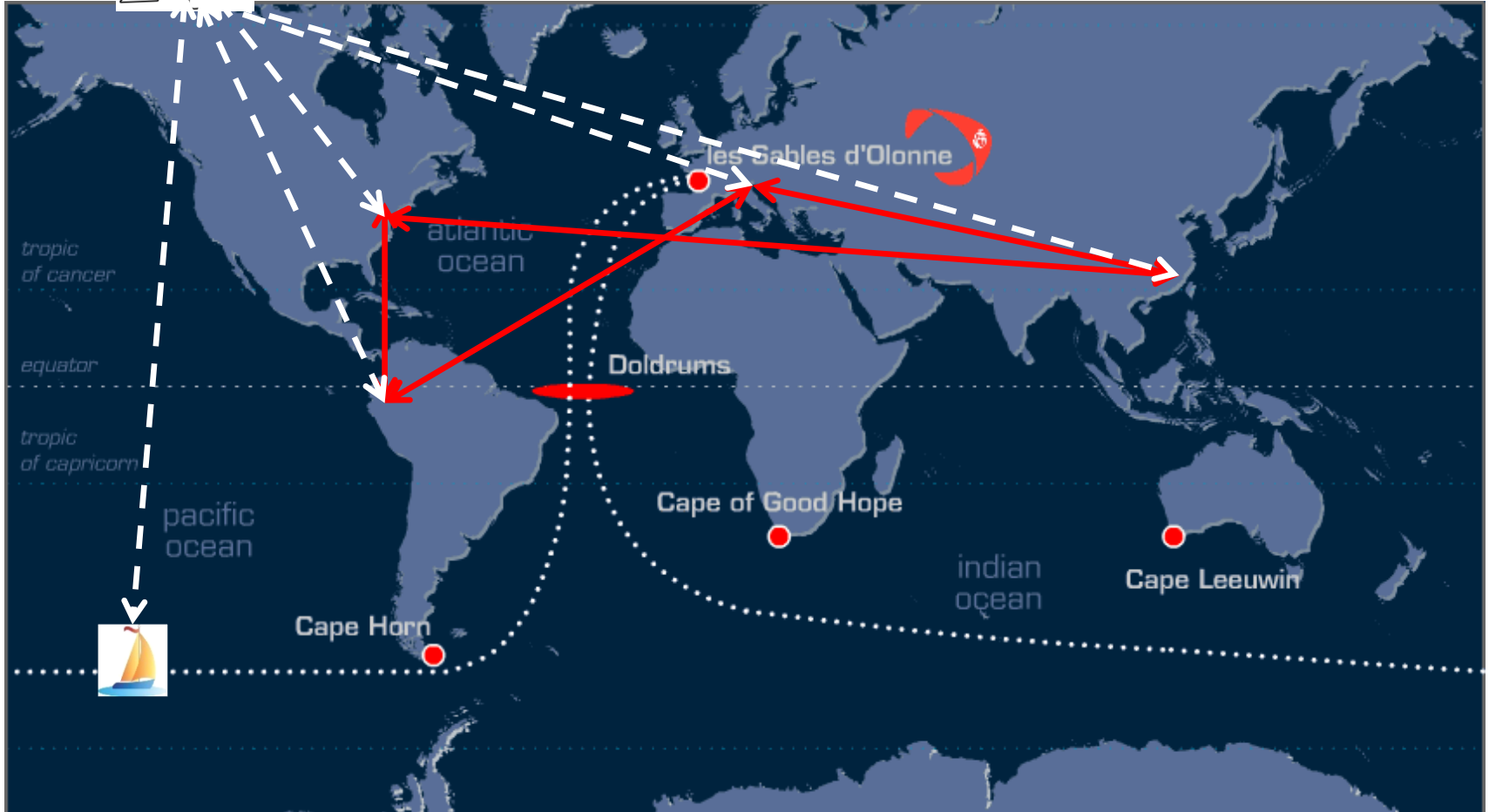
- Rich will likely be the oldest skipper in 2016
- He will be on Medicare!



***"You dreamed for us,
now I can do my dream..."***
...Senior to Wilson

A Global NIE Program off a Uniquely Global Event

**"Get the student in Beijing talking to the student in Bogota
talking to the student in Berlin talking to the student in Boston..."**



***"sitesALIVE! is a great way to become part of a global community."
...6th grade teacher, Massachusetts, USA***

**Contact Rich Wilson, sitesALIVE Foundation, Inc. (501c3)
rich.wilson@sitesalive.com, +1.617.480.6859, Skype: richwilson**