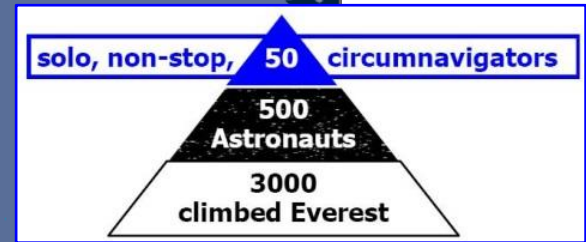




# ***Ocean Challenge Live!***



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



**Solo, Non-Stop, Race Around-the-World,  
28,000 miles, 15 weeks, 60' Sailboats, 30 Skippers**



*Great American IV*

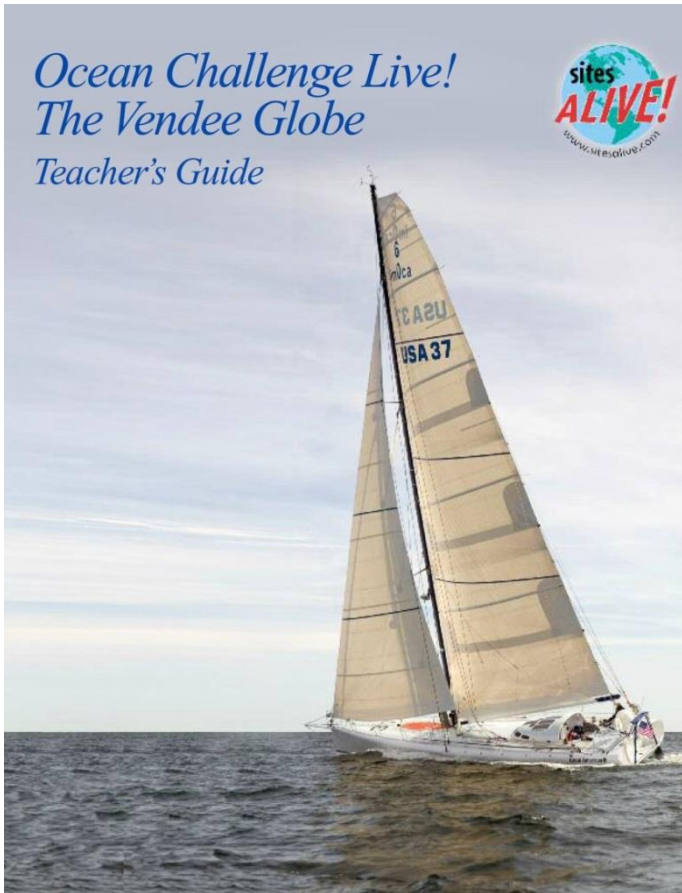


**Rich Wilson  
Skipper**

**Science – Geography – Math – History – Current Events  
Oceans - Marine Wildlife - Antarctica - Weather - Decision-Making**



***"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/Current Event Activities**
- **10 Team Projects**
- **64 pages**

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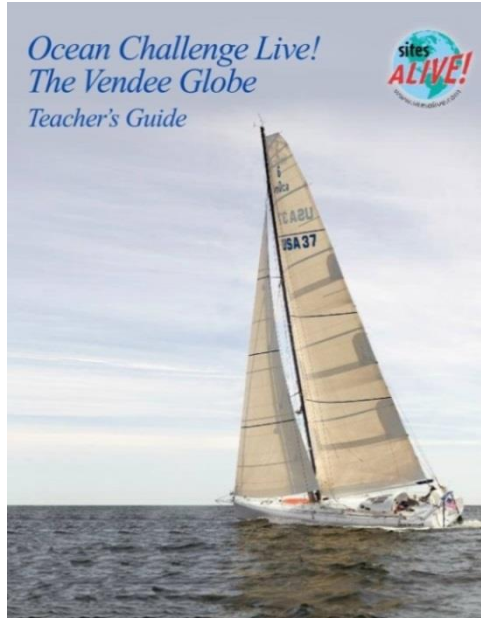


***"We loved it! We used this program with social studies, math, science, computers and language arts! We did it all!" ...6th grade teacher, New York, USA***

# 1. How it Works for Newspapers (Print)

- 15 Live, Weekly, Camera-Ready, In-Paper Features from Sea & Experts
- Published in Full Run, Classroom Sets delivered to Participating Teachers
- for Students in Classrooms & Families at Home

(Vendée Globe 2008-9: 50 US Newspapers, 15 weeks, 250K students, 7M weekly readers, 100M exposures)



**1<sup>st</sup> Essay Weekly**  
by Rich Wilson →  
at sea

← on weekly TG topic

**2<sup>nd</sup> 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

When The Transat fleet arrives in Boston, people will see a breathtaking array of high technology in action. The monohulls are rocket ships, and the trimarans look like the Starship Enterprise. The biggest trimaran, at 60' long and 60' wide, can sail at a speed of 30 knots! The technologies will include: materials science (carbon fibre hulls and masts); aerodynamics (rotating wing mass like vertical glider wings); satellite communications (navigation, voice, and weather data); computers (routing optimization software); freeze-dried food and desaliners (saving water weight); and bio-data accelerometers (to monitor sleep patterns). The joys of the Indy 500 will have nothing on Rowes Wharf and Fan Pier when this fleet arrives.

Yet as mesmerizing as the technology is, the boats are sailed by humans. Individual sailors will manage these monsters as they cross the treacherous North Atlantic—upwind for 3,000 miles, through gales, icebergs, fog, and shallows. Perseverance, determination, courage, wisdom, skill, experience, and humility will play roles equal to that of technology. At times, the race is frightening, exhilarating, inspiring, and exhausting; it is always physically strenuous and mentally and emotionally challenging. The winner won't win on technology alone but with a combination of technology and his or her human spirit.

**Race Online!**  
Q&A-Photos-Ship's Log  
sitesalive.com

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

**Powered by Technology**  
By Dr. Ioannis Miaoulis, 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 activities for an exhibit on the science of weather prediction. Opening in 2005, 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.

COOS sitesALIVE Foundation TUFTS Health Plan

U.S. Maritime Administration • Massachusetts Maritime Academy • Peabody Essex Museum  
SUNY Maritime College • Brigham & Women's Hospital • U.S. Merchant Marine Academy • Museum of Science  
New Bedford Whaling Museum • Tufts - New England Medical Center • Connecticut Maritime Association

Serving Foxborough 'keeps me young'

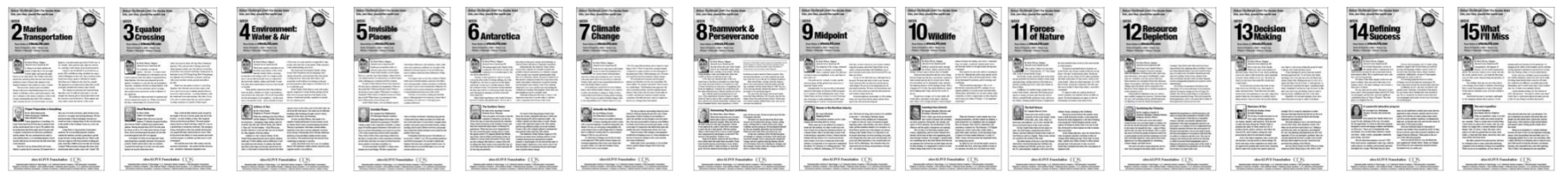
Hit the books, then hit the beach!

OPEN HOUSE

Apply Now!

To Unlock Your Potential. This Session Is Key.

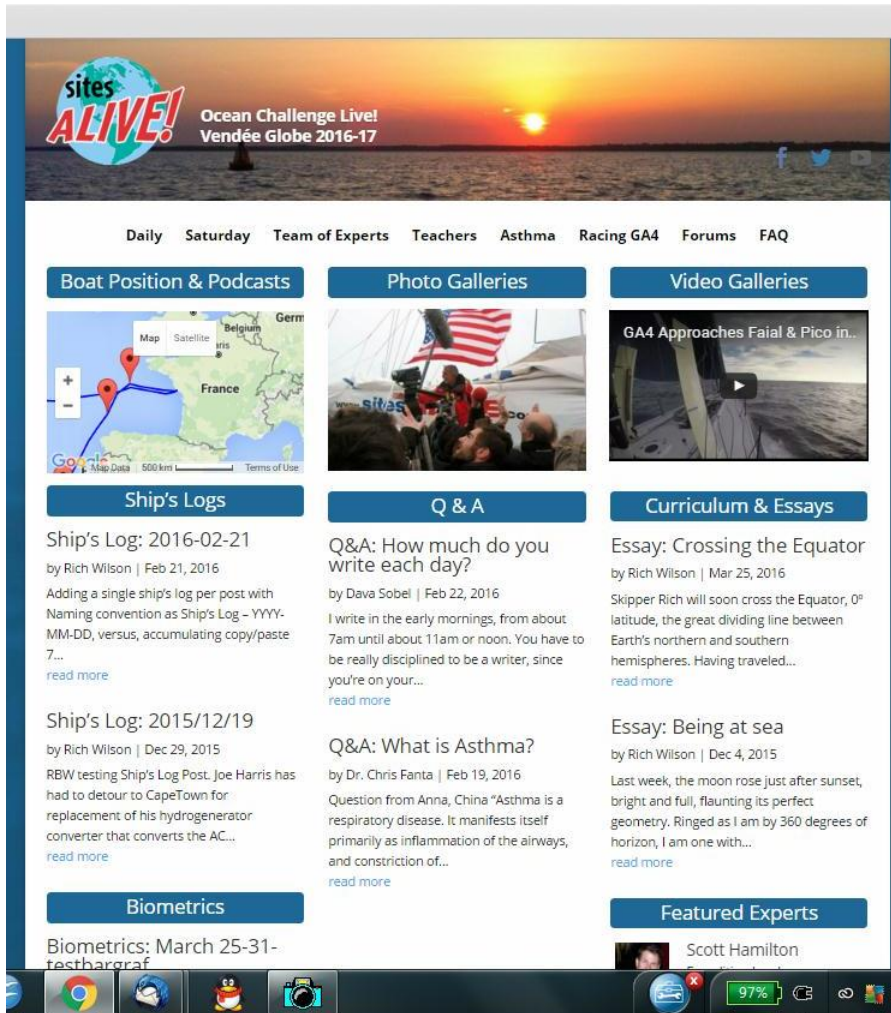
Suffolk University



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

## 2. How It Works for Newspapers (Online)

- Use Any sitesALIVE! Website Content on your NIE Website  
(Newspapers + Website + Facebook + Twitter + Partners)



The screenshot shows the website interface for the Ocean Challenge Live! Vendée Globe 2016-17. The header includes the sitesALIVE! logo and navigation tabs: Daily, Saturday, Team of Experts, Teachers, Asthma, Racing GA4, Forums, and FAQ. The main content area is divided into several sections:

- Boat Position & Podcasts:** A map showing the ship's route across the Atlantic Ocean, with markers for Belgium, France, and Germany.
- Photo Galleries:** A photo of a sailboat with an American flag on deck.
- Video Galleries:** A video player showing a view from the ship's deck.
- Ship's Logs:** Two log entries: "Ship's Log: 2016-02-21" by Rich Wilson and "Ship's Log: 2015/12/19" by Rich Wilson.
- Q & A:** Two Q&A entries: "Q&A: How much do you write each day?" by Dava Sobel and "Q&A: What is Asthma?" by Dr. Chris Fanta.
- Curriculum & Essays:** Two essays: "Essay: Crossing the Equator" by Rich Wilson and "Essay: Being at sea" by Rich Wilson.
- Biometrics:** A section titled "Biometrics: March 25-31-testbargraf".
- Featured Experts:** A section featuring Scott Hamilton.

### Deliverables Schedule to NIE For Use In-Paper AND/OR On NIE Website

#### Weekly (15) NIE Teaching Essays

- on Teacher's Guide Weekly Classroom Topic

- by Skipper
- by Expert

#### Daily Content

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

#### Mon-Wed-Fri Content

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



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

## Essays & Q&A by our Team of Experts

- Each writes 1 Teaching Essay on 1 Teacher's Guide Topic

- Each Answers 5 Questions Online



**Dava Sobel**  
Author – *Longitude*,  
*Galileo's Daughter*



**Prof. Jan Witting**  
Oceanographer, SEA.edu  
Oceans & Climate



**Laura Mirabella**  
Tanker Broker



**Dr. Brien Barnewolt**  
Tufts Medical Center  
**Rich's Emergency Doctor**



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



**Lorraine Leo**  
Technology Teacher  
Jackson School, MA



**Capt. Murray Lister**  
*New Zealand Pacific*  
**Rich's Rescuer**



**Dr. Ambrose Jearld**  
National Marine  
Fisheries Service



**Marti Shea**  
World Champion Cyclist  
**Rich's Trainer**



**Scott Hamilton**  
Expedition Leader  
Nepal



**Dr. Dan Finamore**  
Peabody Essex Museum  
Maritime Art Curator



**Capt. Yann Cariou**  
*L'Hermione*



**Prof. Kara Lavender Law**  
Oceanographer, SEA.edu  
Marine Pollution

***"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***



# Sample Agreement



## Newspaper Agrees to:

1. Market this NIE program to teachers locally
2. Deliver the Teacher's Guide (either Print or emailed PDF) to each participating teacher
3. IN-PRINT Option:
  - a. Publish 15 x ¼ Page Broadsheet In-Paper Weekly Features in Full Run of Newspaper on the weekly schedule below from Nov 2016 - Feb 2017
  - b. Deliver Classroom Sets of Newspapers to each participating teacher on each day of Feature publication
4. ONLINE Option:
  - a. Post online and Email Weekly Teaching Essays to each participating teacher;
  - b. Post or Email any other content from www.sitesalive.com
5. Use BOTH IN-PRINT and ONLINE Options
6. Provide sitesALIVE with numbers of participants

## sitesALIVE Agrees to:

1. Deliver a Teacher's Guide (PDF) with 15 weekly classroom & newspaper/current event 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 or Color; Feature includes Map, Teaching Essays, Sponsor logo, Content Partner recognition
5. Price is FREE.

**Nota Bene: sitesALIVE has produced 75 live, interactive, semester-long, NIE and Online programs, from adventures, expeditions and events globally, since 1993.**

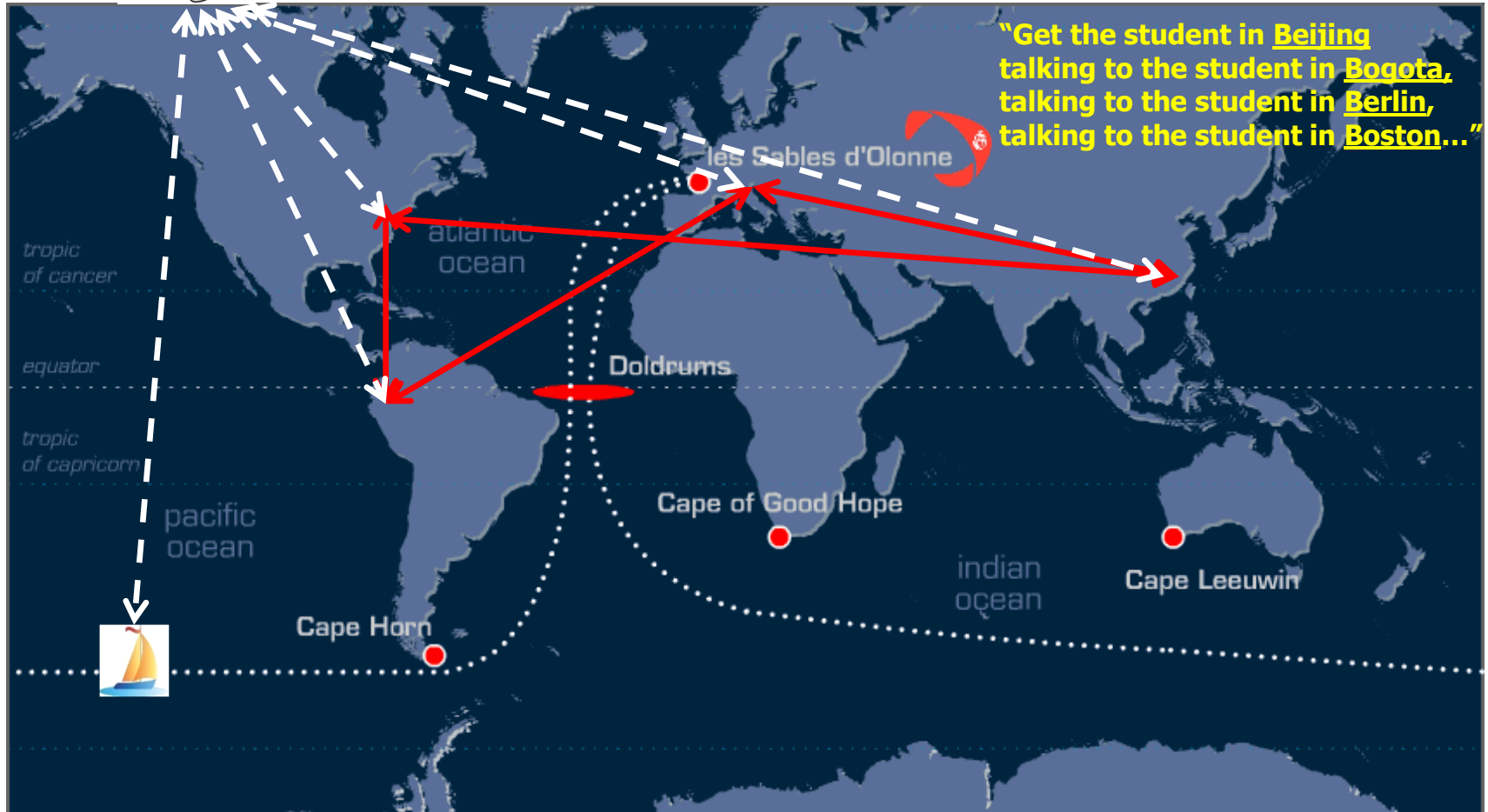
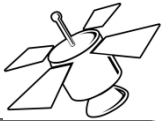
<u>Week #:</u>	<u>Feature sent:</u>	<u>Publish week of:</u>
1 Preparation	Fri., Nov. 4	Sun., Nov. 6, 2016
2 North Atlantic Ocean	Fri., Nov. 11	Sun., Nov. 13
3 Environment: Water & Air	Fri., Nov. 18	Sun., Nov. 20
4 Forces of Nature	Fri., Nov. 25	Sun., Nov. 27
5 Communications	Fri., Dec. 2	Sun., Dec. 4
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**

# Global Interaction off a Uniquely Global Event

Online Participatory Forums  
for Students & Teachers to Interact Globally



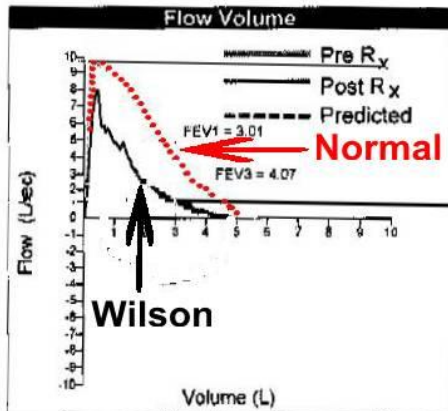
***"sitesALIVE! is a great way to become part of a global community."  
...6<sup>th</sup> grade teacher, Massachusetts, USA***

***"Dreams are only foolish to those who dare not go."  
...Bob Dotson, NBC-TV Nightly News, on Rich Wilson's voyages***

# Additional Natural Audiences

## Asthma

- 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

Contact Rich Wilson, sitesALIVE Foundation, Inc. (501c3)  
rich.wilson@sitesalive.com, Skype: richwilson  
cc: Rick Simpson, rick.simpson@sitesalive.com