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California Academy of Sciences

10.06.10



CALIFORNIA
ACADEMY OF
SCIENCES

- Water Rescue Team – The Marine Mammal Center
- Whale Disentanglement – National Marine Fisheries Service
- Film Committee – San Francisco Ocean Film Fest
- Interactive Marketing – California Academy of Sciences

CAS Interactive Marketing

- What
 - Encourage people to visit and support the Academy
 - Engage our visitors with the Academy, its assets and its people
 - Inspire curiosity in our visitors
 - Educate (in a fun way) and support our mission
- How
 - Web
 - Mobile
 - Apps
 - Museum Floor

Work Examples

Buy Tickets | Membership | Academy Home | Teachers | Research | Enter Search Term

PLAN A VISIT | EXPLORE THE ACADEMY | FIND AN EVENT | GET INVOLVED | DISCOVER SCIENCE

Camp out for a night at the Academy, and you'll see the museum in a whole new light. [Learn more](#)

Mount a 4-story expedition The Rainforest

Hot, humid, with a chance of live encounters. This multi-leveled exhibit teems with the sights and sounds of 1600 live animals, including 600 free flying birds and butterflies. [Learn more](#)

78° air temp 87% humidity

Membership | Get the Free App | Adopt an Animal | Life: A Cosmic Story

Sharktober

Save 15% on membership today and enjoy Sharktober specials! Use promo code SHARKMEM3 to sign-up or renew. [Learn more](#)

Download Pocket Penguins and look for special museum offers. Now available free for Android and iPhone. [Download now](#)

Help contribute to the care of the Academy's animals and support our efforts to raise conservation awareness. [Learn more](#)

Newsletters | Museum Store | About Us | Contact Us | Careers | Newsroom | Site Map

AT&T 3:19 PM

CALIFORNIA ACADEMY OF SCIENCES

Exhibits >

Self-Guided Tours >

Food and Shops >

Home | Map | Today | About



AT&T 10:55

Park Map

Belted Kingfisher
Ceryle alcyon

Stow Lake Dr E | Stow Lake | San Francisco Botanical Garden | Baseball Field

zephyr Friday, Nov 12, 2010, 08:43

Buy Tickets | Membership | Academy Home | Teachers | Research | Enter Search Term

Teachers

Inspiring the next generation of scientists

FIELD TRIPS | LESSONS & KITS | WORKSHOPS | TEACHERS' LOUNGE

Apply online for a field trip!

The Academy is pleased to launch a new online application system for booking field trips for the 2011-2012 academic year. [Read more](#)

In the Teachers' Lounge

New books and media at the Naturalist Center! September 30, 2011

The Naturalist Center is a great resource for teachers to check out science and nature books and media for free! [More](#)

New lessons available! September 29, 2011

Sign-up for our newsletter

Stay informed of Academy field trip information, upcoming workshops, and special offers for educators by joining our e-mail list below.

Name:

Email:

We do not sell or share our email lists with outside parties.

FIELD TRIPS & YOUTH GROUPS

Field trips are offered to formal California school groups of students in grades pre-K through 12 at heavily discounted rates. Click here to apply for the 2011-2012 academic year

We are pleased to announce new discounted rates for California youth groups, including clubs, camps, sports teams, and afterschool or weekend programs. Click here to learn more!

CALIFORNIA ACADEMY OF SCIENCES

Research

DEPARTMENTS | COLLECTIONS | PEOPLE | OPPORTUNITIES | RESOURCES

Highlights

EXPEDITIONS: Learn about the Philippine Biodiversity Expedition

PHYLOCLUSTER: 280-core Supercomputer

HISTORY: Collecting herpetological specimens since 1853

PROJECTS: Current CCG res.

Spotted at the Wildfowl Pond in the Botanical Garden on Oct. 31, 2010. Photo taken by Judy Harter

Academy Research Departments

Botany | Entomology | Invertebrate Zoology and Geology | Vertebrate Zoology and Anthropology

Academy Library | Center for Applied Biodiversity Informatics | Center for Comparative Genomics | Scientific Publications

Research at the California Academy of Sciences aims to discover new knowledge about life's diversity. We apply that knowledge in seeking to sustain life on the planet and better understand evolutionary change.

There is a new urgency to gaining knowledge of the natural world, as awareness grows that

Why the Farallones Webcam

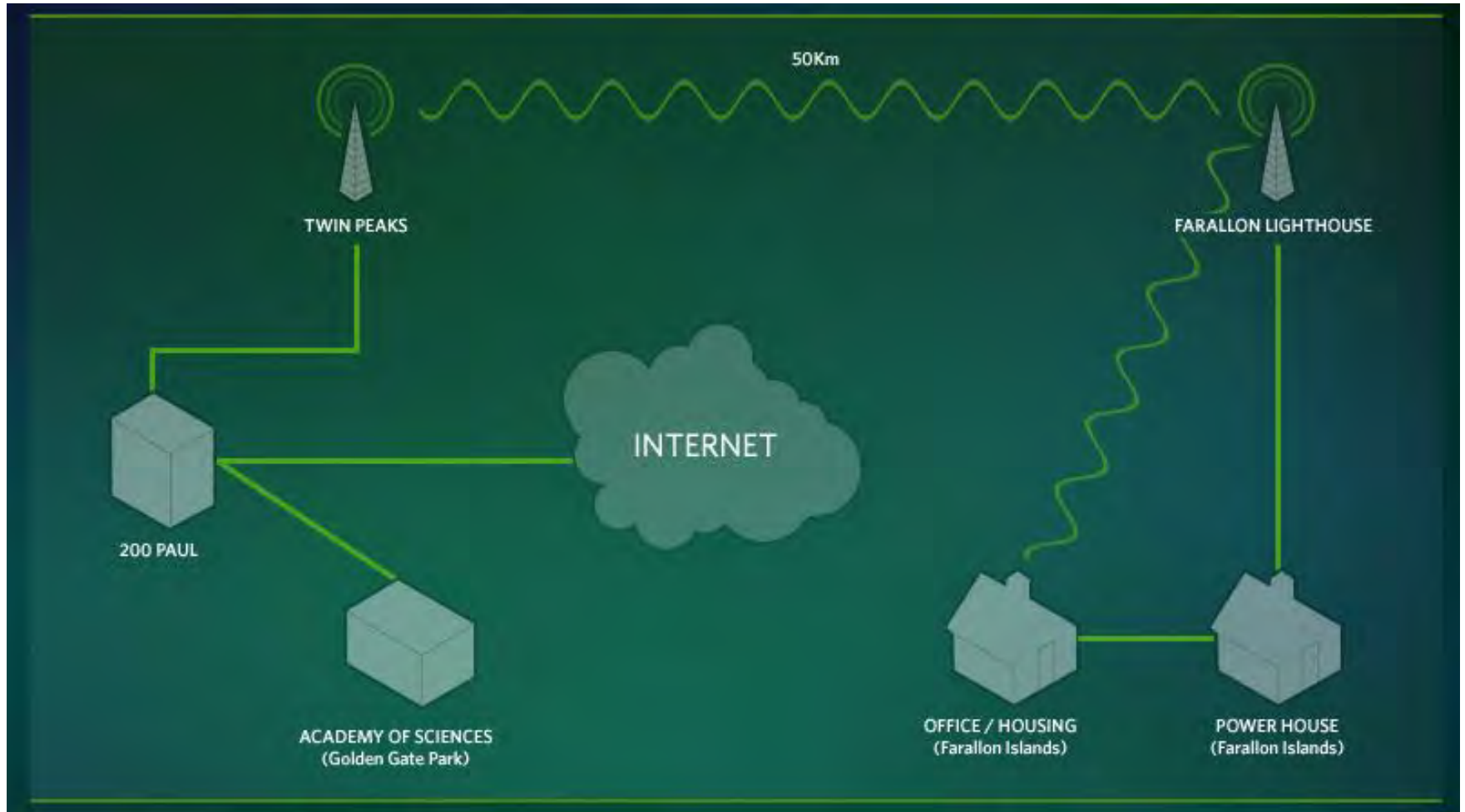
- See locations where people cannot physically be (and without influencing behaviors)
- Unprecedented view of nature
 - Largest seabird colony in the continental US
 - Variety of marine mammals
 - White sharks
- Collaborations with USFWS and PRBO, as well as GFNMS
- Engage and grow audiences

Farallones Webcam

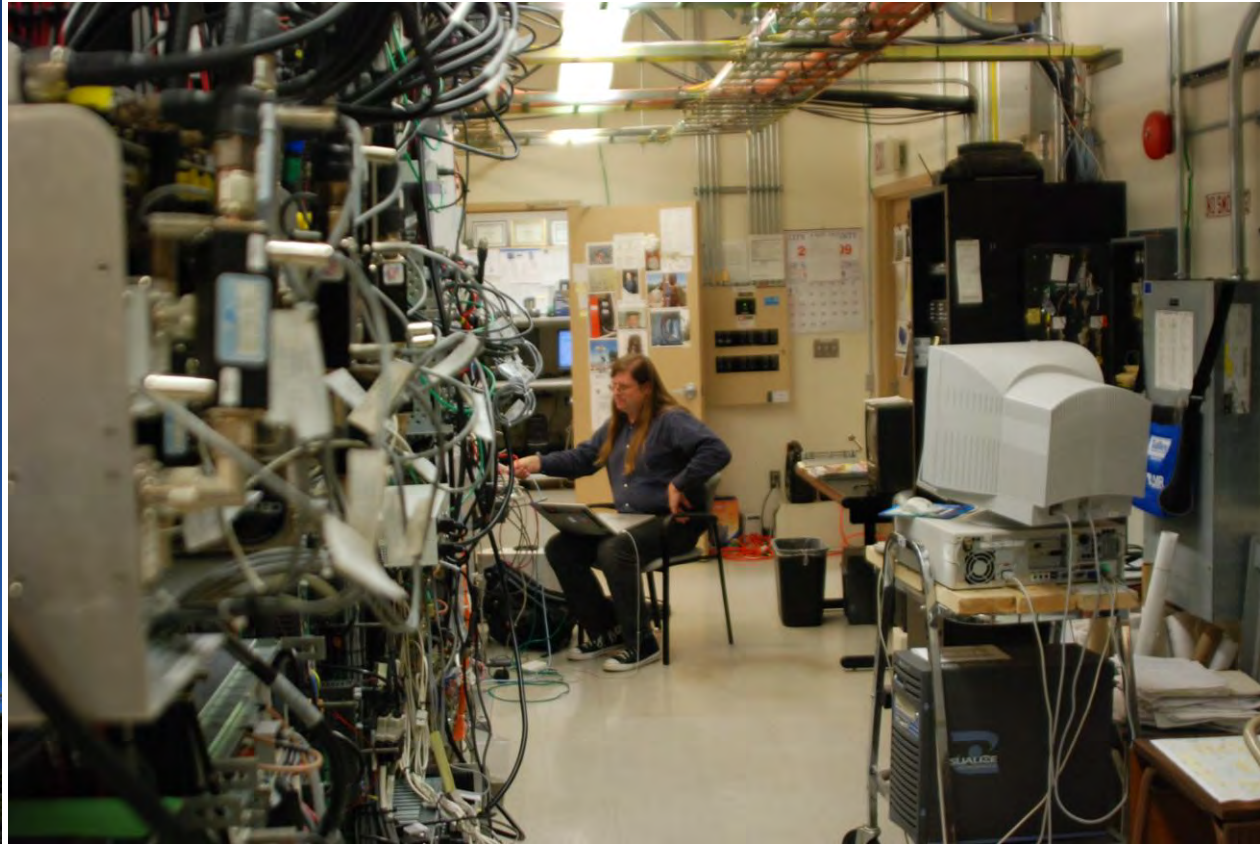
- Kicked off the project on January 8, 2009
 - CAS, USFWS, PRBO Conservation Science & tech experts



Network Overview (April 8, 2009)



Twin Peaks



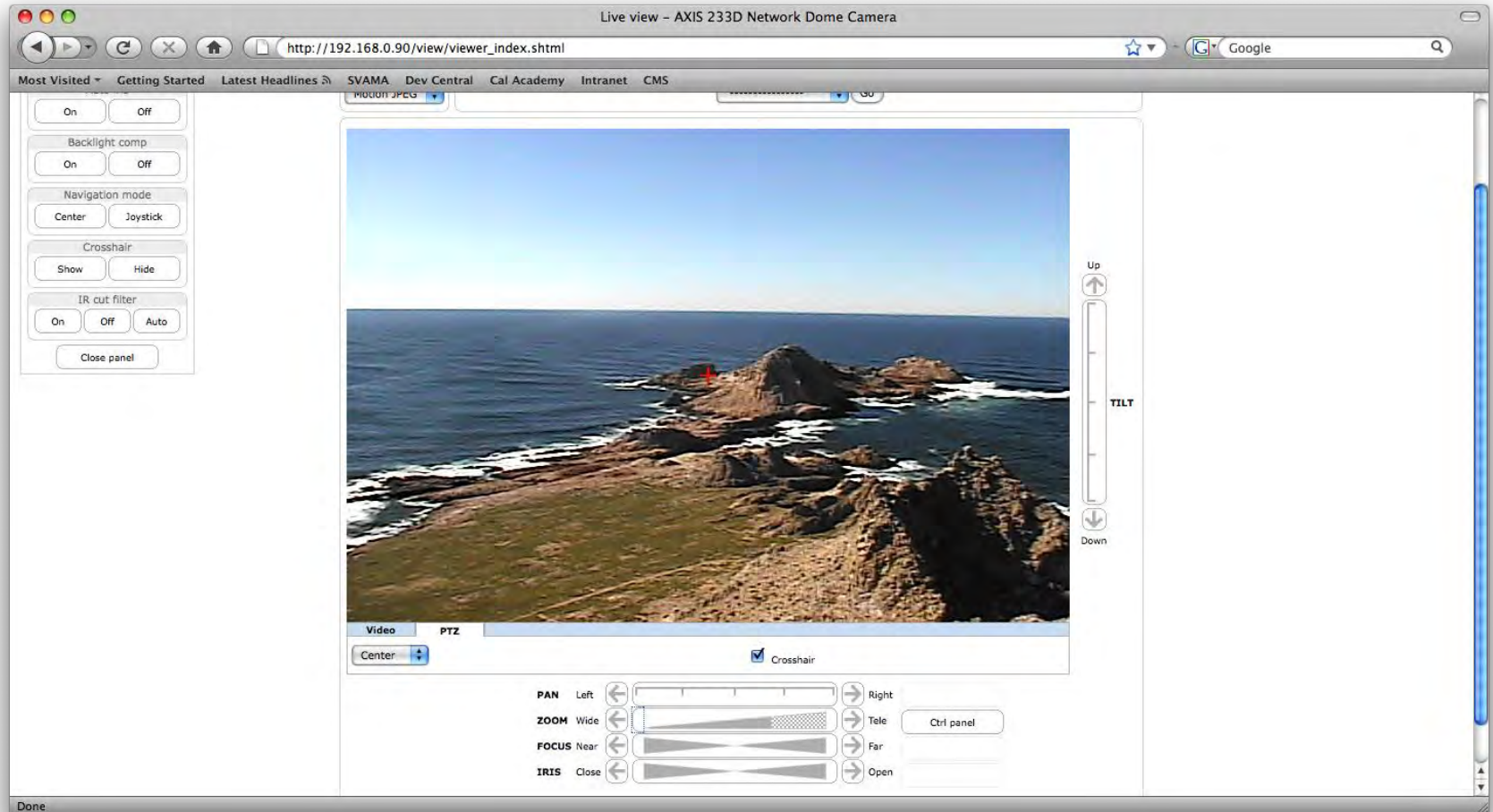
Farallones



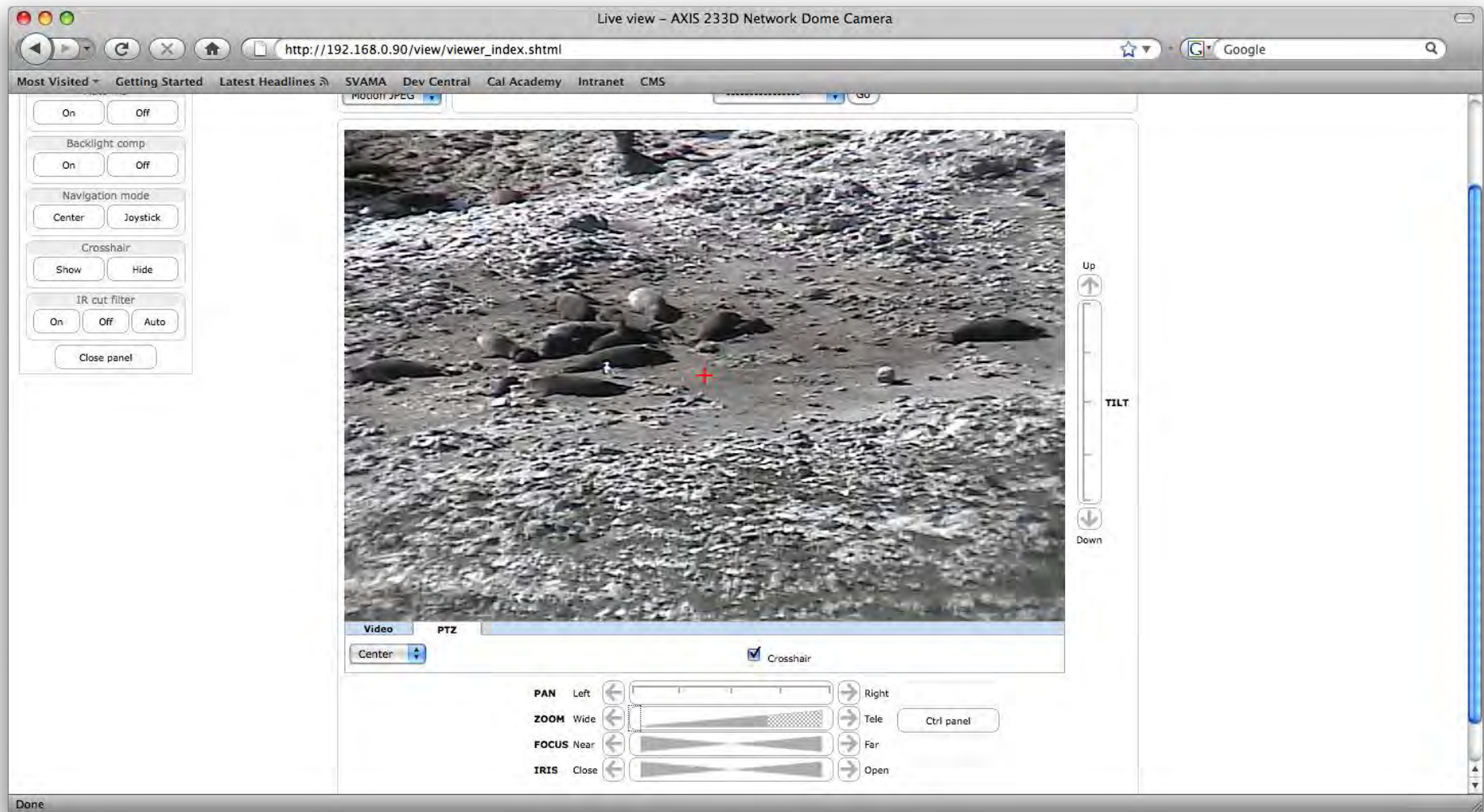
Webcam on the Farallones



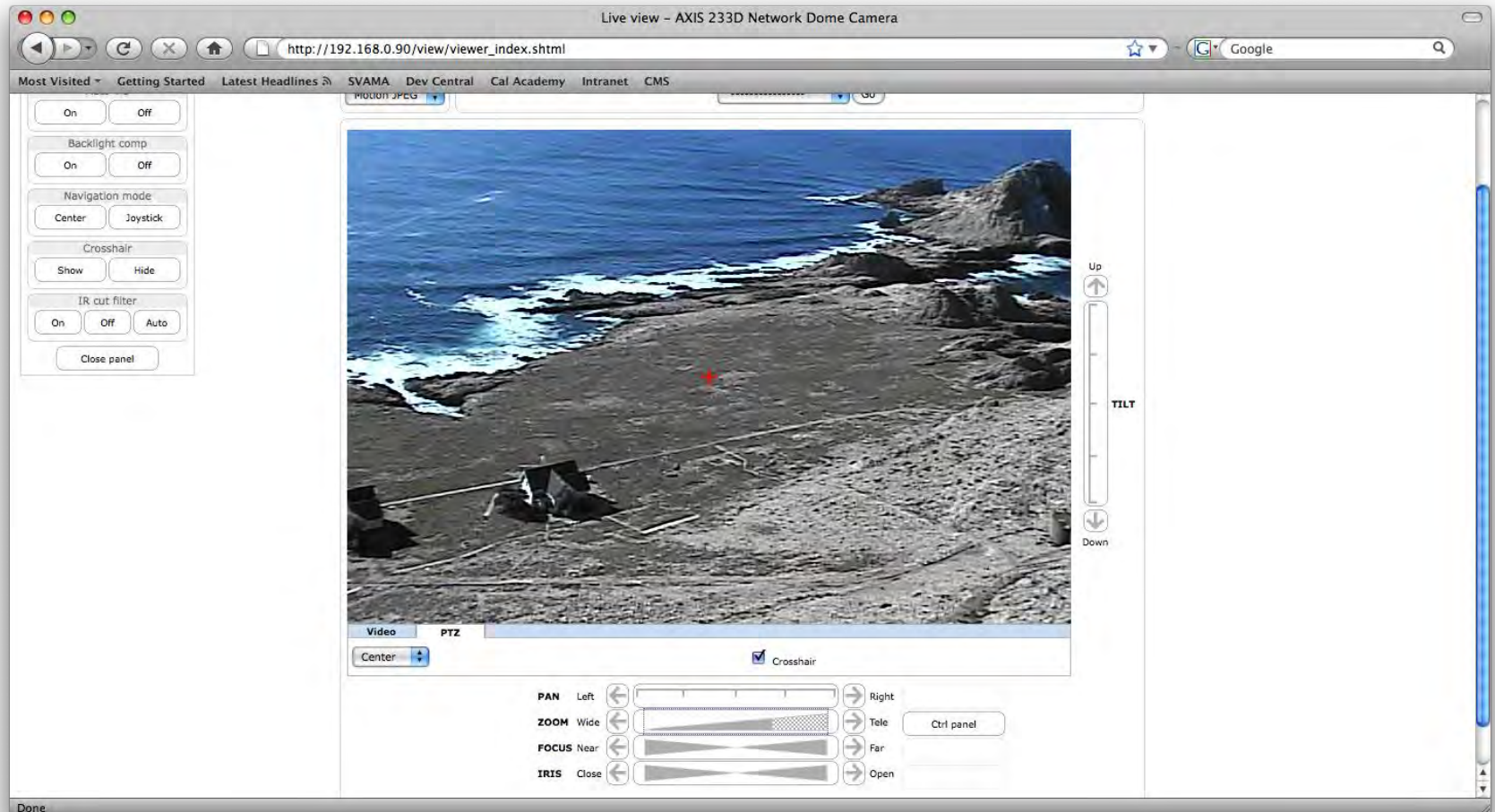
Webcam Screenshot



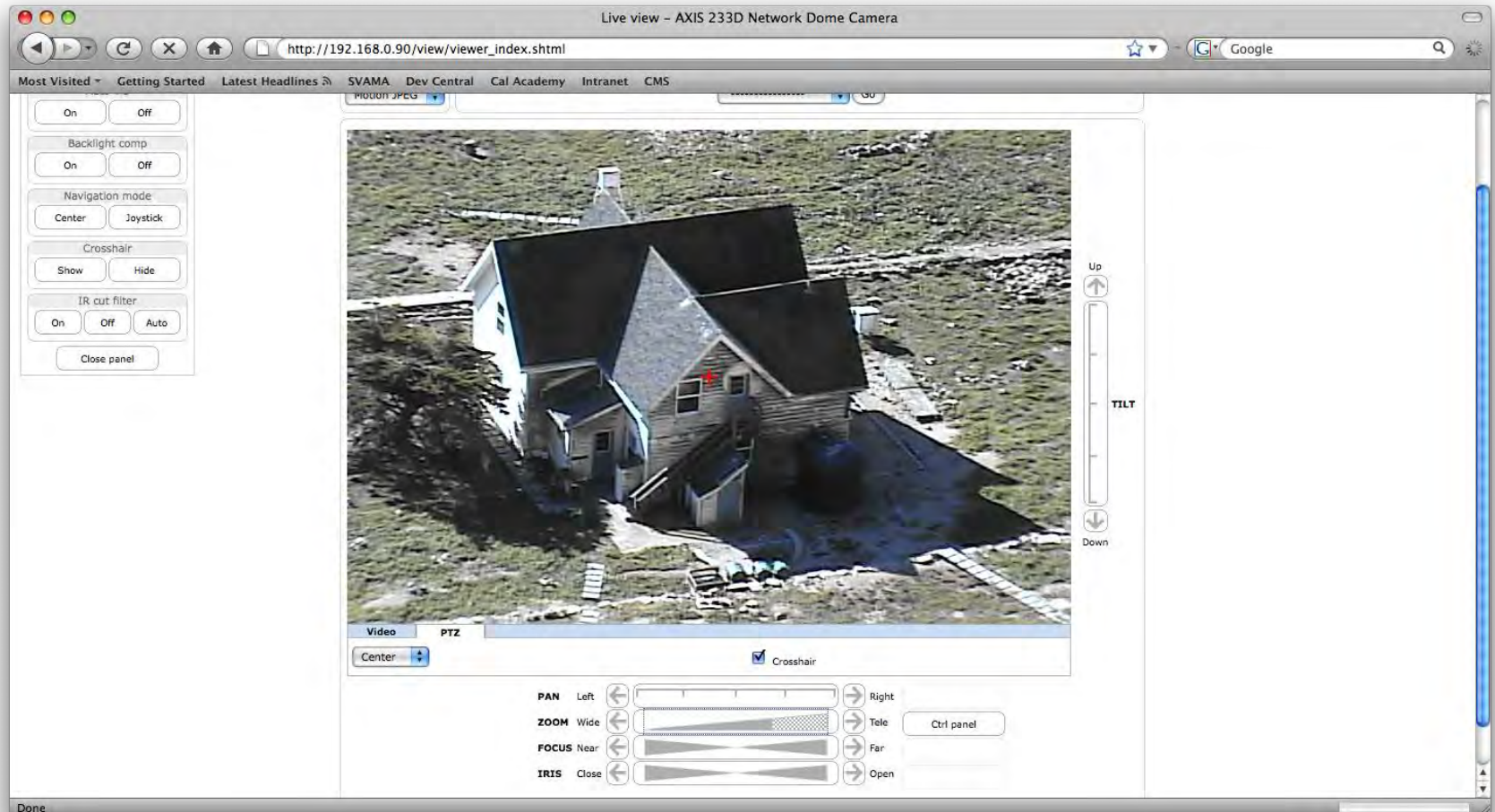
Webcam Screenshot



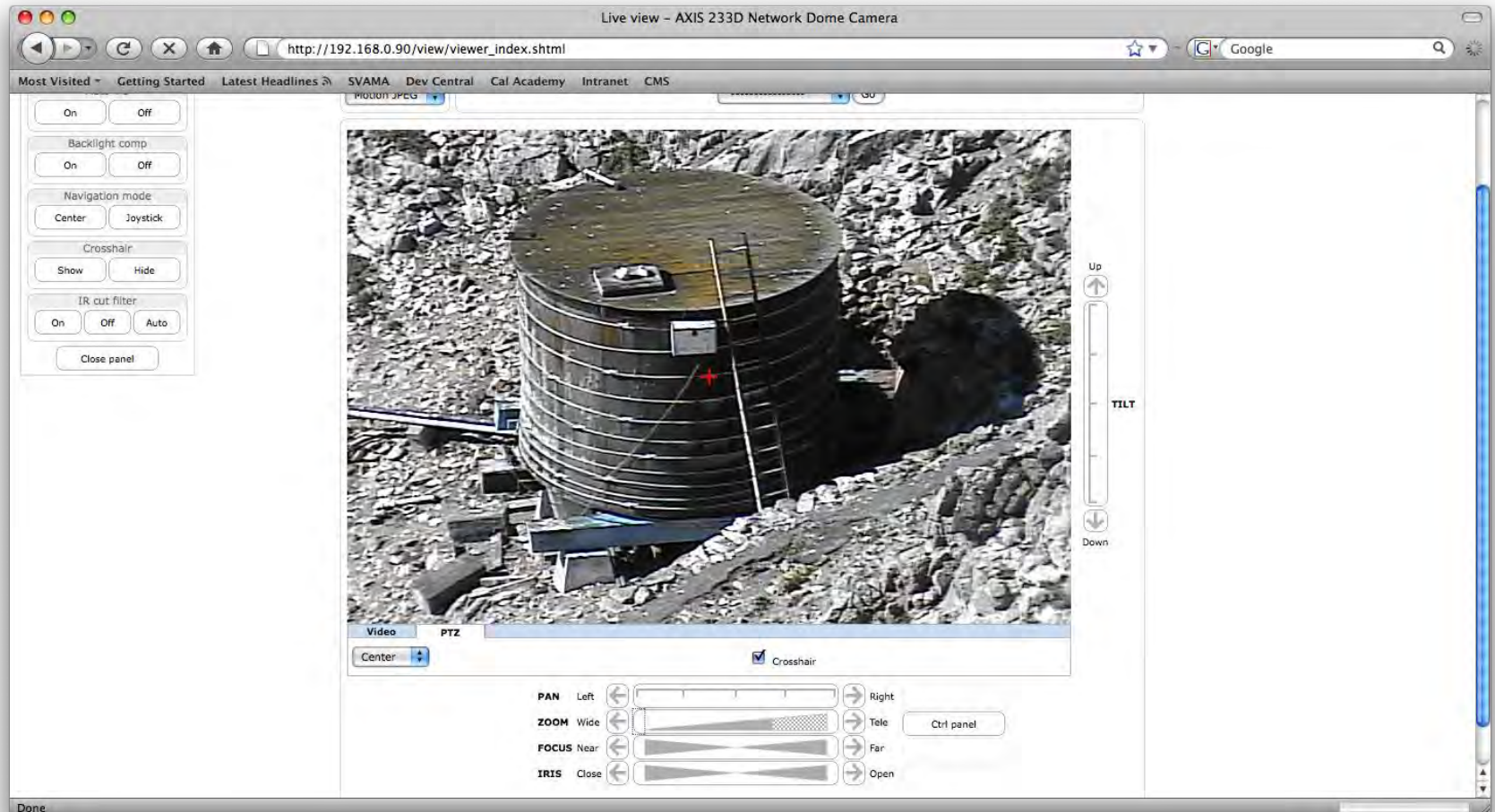
Webcam Screenshot



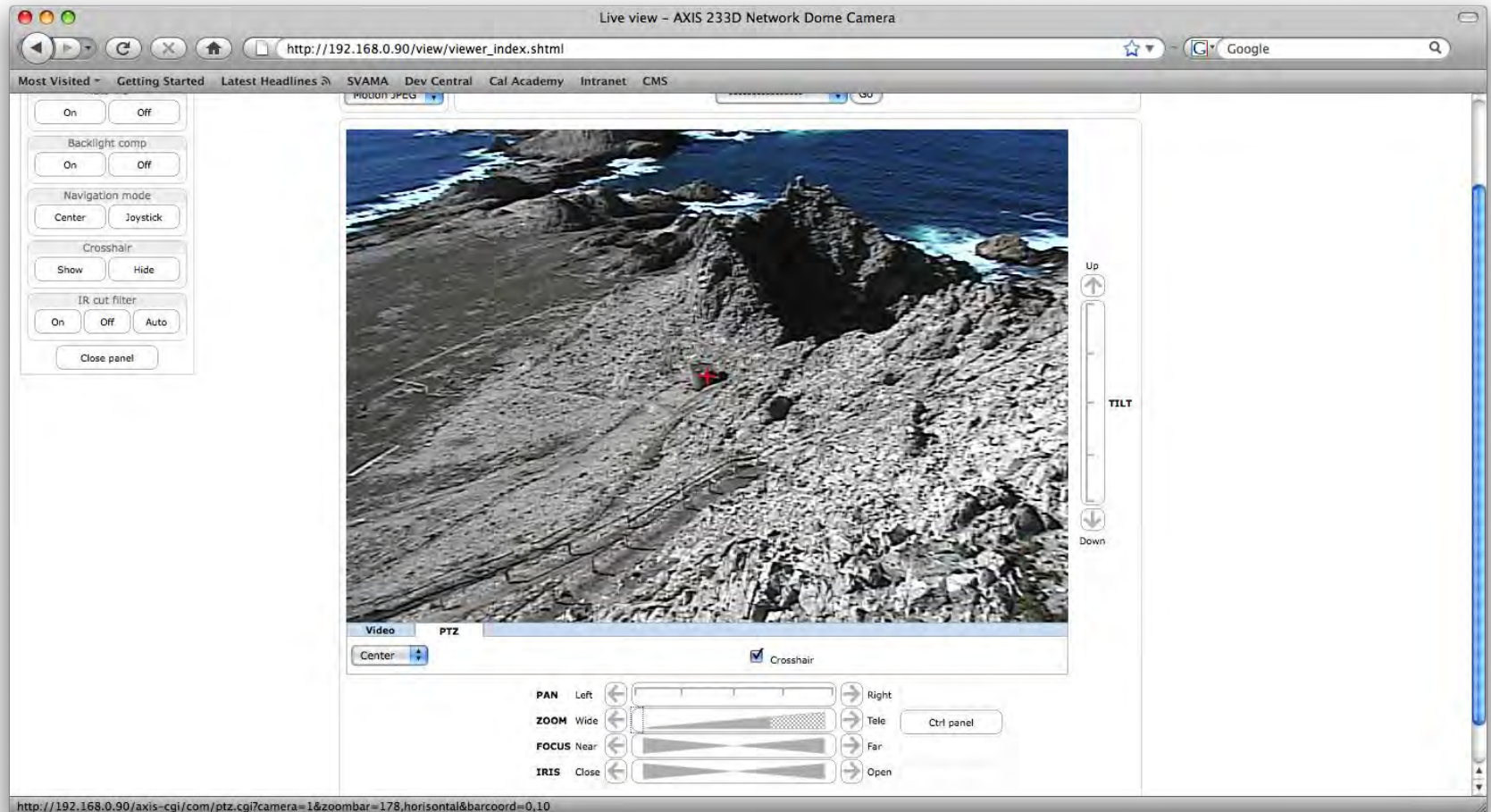
Webcam Screenshot



Webcam Screenshot



Webcam Screenshot





Website (June 8, 2009)

- #19 overall
- 218,262 PV
- 190,640 UPV

The screenshot shows the 'Farallones Cam' website. At the top right, it says 'In partnership with' followed by logos for the California Academy of Sciences and the PRBO (Point Reyes Bird Observatory). The main content area features a large live video feed of a rocky coastline with waves crashing against the shore. Above the video, a weather overlay shows '1:50 PM', '61° F', and '56.1 MPH'. To the right of the video is a '360 Panorama' button and a map of the Farallones Islands with a green highlight on the central island. Below the video is a navigation menu with tabs for 'FIELD GUIDE', 'THE ISLANDS', 'THE PROJECT', 'PARTNERS', 'BLOG', and 'SHARE'. Under 'THE ISLANDS', there are sub-tabs for 'SEABIRDS', 'MARINE MAMMALS', 'LANDBIRDS', 'SHARKS', and 'INTERTIDAL SPECIES'. The bottom section displays three featured species: 'Cassin's Auklet' (with a photo by Ron LeValley), 'Rhinoceros Auklet' (with a photo by Ron LeValley), and 'Ashy Storm Petrel' (with a photo by Glen Tepke). Each species entry includes a brief description of its nesting habits and diet.

Future Website (October 2011)

Farallones Cam

In partnership with   

1:51 PM 56°F W 7.9 MPH

YOU ARE # IN THE QUEUE


CONTROL LIVE CAMERA


N
W E
S

360

FIELD GUIDE THE ISLANDS THE PROJECT PARTNERS BLOG SHARE

SEABIRDS MARINE MAMMALS LANDBIRDS SHARKS INTERTIDAL SPECIES

 **Cassin's Auklet**
The Cassin's Auklet nests in burrows, crevices, and artificial nest boxes on the Farallon Islands. Their main food, krill, is caught by diving to depths of up to 130 feet.
© Ron LeValley

 **Rhinoceros Auklet**
It's named for the large horn on the bill, present only during the nesting season. They breed in crevices, burrows or artificial nests. They are thought to use bubbles to herd fish, making them easier to catch.
© Ron LeValley


 **Ashy Storm Petrel**
This seabird flies just above the ocean surface, skimming the water for small squid and fish. They travel to and from their nests on the island at night to avoid being eaten by gulls.
© Glen Tepke

Exhibit (October 20, 2010)



Webcast (February 16, 2011)

The screenshot shows a web browser window displaying a Justin.tv live stream. The browser's address bar shows the URL <http://www.justin.tv/calacademy#/w/872885680>. The page title is "Farallon Islands on Justin.tv".

The main content area features a video player showing a woman speaking. Above the video, the text reads "Live from SEFI (at 2pm PST on Feb-16) in Science & Tech » Environment & Sustainability". Below the video, it shows "19 Viewers 2 Followers 315 Views" and a "Popout" button. There are also "Follow", "Share", and "Report" buttons.

To the right of the video is a chat window with the following messages:

- Divegirl94566:** Hi there! Just a test. » This is Holly
- Kathi_cas:** Hi Holly.
- Broadcaster Calacademy:** Hi welcome everyone..we will get started in 2 minutes
- Jdenholtz:** so fun!
- Divegirl94566:** [emojis]
- Crabcrazy:** Test
- Phocagal:** test from Phocagal
- Kathi_cas:** Hi Jan
- Zipadeedoodah:** test
- Annastarco:** How often are permanent sites sampled?

Below the chat is a "Speak" button and a "Related Live Channels" section. At the bottom of the page, there is a Groupon advertisement and a "Sign in to Justin.tv to chat" button.

Thoughts

- Successful prototype
 - Expand offering with another camera
 - Network was challenging at times
- Live streaming engages people around shared interests
- Internet everywhere
 - Device neutral
 - Content distribution
 - Interactive - build stronger community, interaction and relationships

Thank you, happy sharktober, questions?

