

FINAL REPORT / CORAL REEF CONSERVATION ACTIONS
EXTENSION 2006-2007 FY 2005 GENERAL CORAL AWARDS NOAA
AWARD NUMBER: NA05NMF4631039

Organization: UrbanArts Institute at Mass College of Art Boston, Project Director: Marc Pierson, Project Title: Public Awareness Campaign to Educate the Public Concerning the Coral Reefs of Puerto Rico and the US Virgin Islands with a Focus on Safe Coral Reef Tourism.

OBJECTIVES: The objectives and goals of the Public Awareness Campaign for the Coral Reefs of Puerto Rico and the US Virgin Islands is to produce a high impact visual media campaign to reach the tourists traveling to the Islands from the US East Coast. The Campaign includes both Coral Reef Awareness Media sited at the US International Airports that serve the Islands and the production of a series of PSA Video-DVD Format Coral Reef Awareness Messages and Images which may be Broadcast via TV and Internet website distribution. The Campaign also includes the placement of the Visual Media on Island in Puerto Rico and the US Virgin Islands. The on Island Media is produced in English and Spanish and includes the International Airports of Puerto Rico and the US Virgin Islands. Additional Media will be sited near sensitive Coral Reef Zones of both Puerto Rico and the US Virgin Islands.

CORAL REEF ACTIONS 2006-2007

Enclosed **are** an outline of Coral Reef Actions to date and the interest of the Department of Natural and Environmental Resources Puerto Rico and the Project Director to remain active on the Campaign till May 2007. It is of great interest to manage the PSA Campaign on a consistent and continual basis in collaboration with DNER to insure project success. The Campaign has also established new in-kind resources which we would like to direct to the Campaign. The DNER advisors for this Campaign are Aida Rosario and Aileen **T.** Velazco and USVI advisors are Susan Curtis and Elisabeth Ban.

Website Production: At the request of the USVI CZMP the Campaign Director secured the Web Domain Name <http://www.coralreefs.vi> and assigned the ownership to the USVI CZMP. The Campaign Team is responsible for the production of the website with Content provided by Susan Curtis. The Website is the foundation of the USVI Campaign and will

include Coral Reef Conservation and Travel Information-Coral Reef Maps and Sensitive Coral Reef Island Zones-DVD Video for free download and public distribution and links to Coral Reef Conservation Organizations in the Caribbean. It will highlight the Campaign goals and objectives and be a source of critical data on Reef Conservation and Travel. The Campaign Director and Creative Team will maintain and provide the Code Composition, Graphic and Visual Support for the website for one year.

Video DVD- Web Based Digital Production and Broadcast PSA.

During this time period the Campaign and Creative Team have secured the Use Rights to Underwater Coral Reef Video Images for both **Web** based Quick Time Movies and Broadcast Quality Production for the Puerto Rico and the USVI Coral Reef Video-TV PSA Section of the Campaign. The videos will be sited on the on island Agencies websites (<http://www.coralpr.net> <http://www.coralreefs.vi>) and presented as Public Service PSA's on USA Viacom Networks in Miami, New York and Washington DC. The TV PSA's will also be sited on the local and regional networks in Puerto Rico and the USVI during the high tourism season 2006-7. The PSA DVD is also being distributed for broadcast for Cruise Ship TV programming.

Internet Banner PSA Project:

The objective of the Internet Banner PSA Project is to site banners on tourism and diving web sites with Links to the DNER and the USVI Website. The Banner Program has been very well received by the Public and an example of this Program may be review at: <http://www.divingindepth.com>

Go to Right Hand side of Page-move cursor down-see PSA Banners-Click for **Links**. **Also**, on Destinations Page See: Subject Top Of Page-Click.

The Banner PSA Program sites Pass' on Websites for one year.

Airport PSA Program.

The PSA's have been produced and sited at JFK International Airport, New York, Dulles International, Regan International and Baltimore International Airports-Washington DC and, Miami International Airports. The PSA are sited for 1-3 years and are managed by the campaign director and the airport

management. Photo Documentation is available by e-mail attachment via marcc961@hotmail.com The PSA will be sited island in Puerto Rico and the USVI during high Tourism season 2006-7

Report Composed by Marc Pierson- Campaign PSA Director
