

Papahānaumokuākea Marine National Monument Permit Application Cover Sheet

This Permit Application Cover Sheet is intended to provide summary information and status to the public on permit applications for activities proposed to be conducted in the Papahānaumokuākea Marine National Monument. While a permit application has been received, it has not been fully reviewed nor approved by the Monument Management Board to date. The Monument permit process also ensures that all environmental reviews are conducted prior to the issuance of a Monument permit.

Summary Information

Applicant Name: Wyland

Affiliation: Wyland Foundation

Permit Category: Special Ocean Use

Proposed Activity Dates: July 15, 2012 - December 31, 2016

Proposed Method of Entry (Vessel/Plane): Plane

Proposed Locations: Midway Atoll NWR

Estimated number of individuals (including Applicant) to be covered under this permit: 8

Estimated number of days in the Monument: 16 per year

Description of proposed activities: (complete these sentences):

a.) The proposed activity would...

Promote public awareness of the Monument highlighting conservation actions and larger global issues. Both renown artist Wyland and spokesperson and well-known author for ocean conservation, Dr. Sylvia Earle, have international public appeal and a board reach with audiences unaware of the Monument or its conservation issues. Their visit to Midway will increase awareness of Midway Atoll National Wildlife Refuge as a window of opportunity to experience and thus grasp the full spectrum and magnitude of the Papahānaumokuākea Marine National Monument. The culminating educational outreach products include a documentary, various video segments including interviews linked to websites and Q and A conferencing with Dr. Earle into a Navigating Change career workshop on O`ahu.

b.) To accomplish this activity we would

Spend eight days on Midway at two separate times each year to learn about Papahānaumokuākea, and the conservation issues and management of Midway Atoll National Wildlife Refuge by working directly with Refuge and Monument staff on Midway. Interviews will be conducted and restoration work will be accomplished alongside management and research staff. During the visit Wyland and Earle will collect images and HD video of wildlife on land and underwater to be used in creating educational video segments and a documentary about Papahānaumokuākea that will convey ocean and island conservation success stories while

also addressing large scale threats to the Monument such as climate change. Interviews will be also be conducted to capture footage for a potential TED segment, in addition a Q and A teleconference will take place between Dr. Earle and the classrooms.

c.) This activity would help the Monument by ...

The proposed visit to Midway will bring additional attention to previously unaware audiences including bringing awareness of the Monument to National Geographic and Discovery Channel directors as they have already shown interest. Both Wyland and Earle are life-long, passionate advocates for marine conservation and work with international audiences as they garner broad public attention through the arts, lectures and video medium. In addition, the State of Hawai'i Department of Land and Natural Resources staff plans to tie into this Midway experience by utilizing video segments that will compare and contrast Midway Atoll with other off-shore protected islands in the main Hawaiian Islands, inspiring people to take better care of their islands closer to home.

Other information or background: Wyland and Earle will draw from their expertise and life experiences to convey the importance of the Monument as they emphasize the connections we all share to these special places and inspire everyday changes in behavior. Wyland's non-profit Foundation focuses on environmental conservation and teaching stewardship through the medium of art. Of special note and intent, Wyland has elected to spend the latter part of his career almost solely on developing marine conservation educational programs and products that support his Foundation. As a side note, he is also the selected artist for upcoming 2012 Summer Olympics.

"Founded by renowned environmental artist Wyland, the Wyland Foundation has helped children and families around the nation to rediscover the importance of healthy oceans and waterways through public art programs, classroom science education, and live events. The foundation gives children the tools they need to become more creative, positive, and solution-oriented. The foundation is a 501(c)(3) non-profit organization."

Sylvia A. Earle is an oceanographer with a B.S. degree from Florida State University (1955), M.S. and PhD. From Duke University (1956, 1966) and honorary degrees from the Monterey Institute (1990), Ball State University (1991), Washington College (1992), Duke University (1993), Ripon College (1994), University of Connecticut (1994), University of Rhode Island (1996), Plymouth State College (1996), Simmons College (1997), Florida International University (1998), and St. Norbert's College (1998). She was Curator of Phycology at the California Academy of Sciences (1979-1986) and a Research Associate at the University of California Berkeley (1969-1981), Radcliff Institute Scholar (1967-1969) and Research Fellow or Associate at Harvard University (1967-1981). From 1980 to 1984 she served on the President's Advisory Committee on Oceans and Atmosphere (1980-1984). In 1990 she was appointed as Chief Scientist of NOAA (National Oceanic and Atmospheric Administration) where she served until 1992. In 1992 she founded Deep Ocean Exploration and Research (D O E R), to design, operate, support and consult on manned and robotic sub sea systemstion and has worked directly

with more than one million children since its inception in 1993." She currently is a National Geographic Explorer in Residence. For more go to: <http://literati.net/Earle/sylvia-earle-books.htm>

Dr. Sylvia Earle and Wyland bring to the table different talents and knowledge, one embedded in the sciences the other specialized in the arts. By blending their skills and wisdom they make a powerful dynamic duo to help bring awareness to the state of our oceans. They have already worked in tandem on numerous educational projects. For instance, Earle helped create messaging to use music to inspire water conservation through Wyland's new Blues Planet music album.