

BLUE OCEAN INSTITUTE 2009 ANNUAL REPORT



MAXIMIZING OUR SPLASH

Founder's Statement – Maximizing Our Splash

At Blue Ocean Institute, we work to forge scientific information into widespread inspiration. We focus on reaching new audiences, and we innovate creative products that people use to answer the question, "What can I do?"



Our goal is to be the creative end of the conservation-group spectrum, creating products that communicate to new and varied audiences, helping people answer the question, "What can I do?" We strive to create products that will be valued by anyone who cares about conservation and the environment. We work to shape the way people nationally and internationally discuss and understand the ocean, what it means for them, and what they mean for it.

Yes, that's ambitious.

So our focus is large. PBS likes our pilot episodes of "***Saving the Ocean with Carl Safina***." They'll air the series on public television if we complete the episodes. So now the focus has shifted to procuring the needed \$2M to film the additional segments—no mean feat in this economy. This year we wrote articles for large popular media outlets, including the ***New York Times***, ***The American Prospect*** and ***Scientific American***. I have completed a children's book and I am working to complete my **fourth book, *The View From Lazy Point***. Our model is: employ a small number of people that have a large reach.

Because new media boosts the power for reaching wide audiences, this year we've focused on creating a more contemporary, content-rich web presence. We're forging a partnership with Google Ocean to create data driven layers for their maps about the undersea environment. We redesigned our own website this year, and launched the ***Blue Ocean Institute Facebook group***.

Maximizing splash also means creating wider ripples and reaching new waters. That's why we've looked outside of the traditional conservation community to cultivate partnerships with chefs, evangelical pastors, sushi lovers, English Language Learners and the business community. We are working with conservation and policy groups like Environmental Defense Fund and Monterey Bay Aquarium to amplify our broadcast platforms. We've partnered with chefs to reach the culinary community—a group often insulated from the conservation world. Through our Friendship Collaborative, we are forging common cause with, and encouraging scientifically based conservation values in, faith-based communities. With environmental threats as grave as climate change, overfishing, acidification—these unlikely partnerships will be necessary to reverse the tides.

We were pleased to receive a vote of confidence from America's largest independent charity evaluator, Charity Navigator, this year. ***Blue Ocean was honored with Charity Navigator's top rating, 4-Stars***. This means BOI "exceeds industry standards and outperforms most charities in its cause."

Small group, large effect - that's Blue Ocean.



Navigating Rough Economic Waters

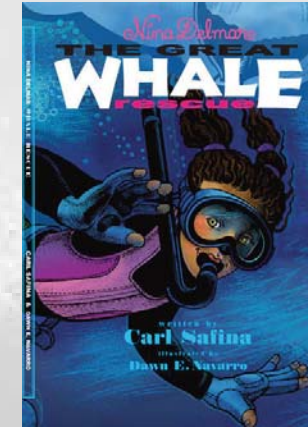
Last year charitable giving in the U.S. dropped by the largest percentage in fifty years, according to Giving USA foundation. Although Blue Ocean's support has remained stronger than anticipated, we have refocused our programs to do more with less. Like most groups, we were forced to cut budgets, programs, and staff. This was very difficult. But the clouds have a silver lining; leaner can mean more productive.



HIGHLIGHTS

This year, we focused on what we do best—creating inspiring new products.

Carl Safina has been working towards completing his fourth book—*The View from Lazy Point*, which will be out in Spring 2010, and his first children's book, *Nina Delmar and the Great Whale Rescue*, on sale December 2009.



Creating change means reaching new audiences. This year we cooked up an ocean-friendly curriculum for chefs. *Green Chefs, Blue Ocean* is a state-of-the-art online sustainable-seafood curriculum for chefs and culinary students. It's serving some of the most influential culinary institutes in the U.S.A.

Next Wave's Ocean Science Literacy Workshops reached out to the English Language Learning community, raising awareness of the ocean and Google Earth technology while students acquired new language skills.

As a small organization, we work to maximize our sphere of influence by publishing our work in national, widely-read outlets.

Safina's writing on science and the environment was featured in a wide variety of

publications this year—from *The New York Times* to *Yale e360* to *The American Prospect*. Safina was asked to regularly reflect on the natural world as part of Long Island public radio's program "Nature News and Views." On Charles Darwin's birthday, Safina challenged *New York Times* readers to rethink the word "Darwinism," arguing that the word confuses the public into thinking that evolution is more of a belief that depends on one man and one book than the well-proven science it is. He pointed out that almost everything we know about how evolution works has been learned after Darwin.

In October 2008, in association with Monterey Bay Aquarium and Environmental Defense Fund, Blue Ocean Institute rolled out the *Guide to Ocean Friendly Sushi*.

We distributed it directly to nearly 50,000 consumers, and reached many more sushi-lovers by getting mentioned in major media outlets.



SEA ETHIC

“We may yet hear a different drummer. We must understand three things formerly unknown: that Life is a fully networked community; that because expanding knowledge suggests remaining ignorance, we ought act with humility, reverence and caution; and that the story we write with our lives affects those living near and far, and not just now, but for generations yet to come.”

— From Safina’s upcoming book, *The View From Lazy Point*

Sixty years ago, Aldo Leopold introduced a radical idea: humans are a part of nature, not separate from it and therefore we should extend our sense of community to the land itself. He called for a land ethic.

At Blue Ocean Institute we aim to expand the scope of community to include the sea. Blue Ocean's programs are informed by the philosophy that our community, and there-

fore our ethical responsibility, extends from the mountaintops to seafloor valleys, to include the wildlife of the ocean and the waters that surround us. This ethic is the foundation of our work.

In November 2008, *The American Prospect* published Safina’s essay, “**Toward a Sea Ethic**,” in its special report, Oceans & Coasts. (Then-candidate Barack Obama also contributed an article.) Safina links our nation’s recent financial failures with the greatest threat to the environment—warming temperatures and changing ocean chemistry—calling for the recognition and incorporation of an ethic-based response.

“The ocean is too big to fail!”

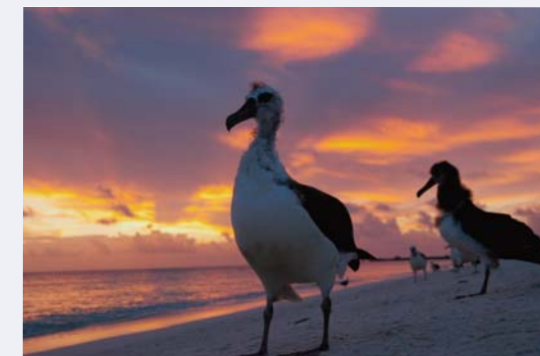
-Carl Safina

In the summer of 2009 Safina again shared the pages of a journal with now President Barack Obama. This time in the 25th Anniversary issue of *Issues in Science and Technology*. His essay, “**A Future for U.S. Fisheries**” acknowledges that current policies have slowed the depletion of fish stocks but new approaches based on restoration are needed.

Carl's forthcoming book, *The View From Lazy Point* is a broad-ranging narrative of travels, both local and far-flung. An environment book for the 21st century, *Lazy Point* will highlight the vitality and resilience of life.

The book begins with a personal sense of local place, told through stories of nature, seasons, and migrations around Safina’s eastern Long Island home, then uses far-flung travels to locations in the arctic, Antarctica, and across the tropics to give perspective on global trends.

Safina explains how problems of nature, the environment, and conservation are actually moral problems that affect everything, including the economy, human dignity, and our prospects for peace.



SEA STORIES

As part of our mission to inspire, we publish not only our own work but also seek to provide an outlet for writers and artists to communicate and share their own inspiration. **Sea Stories** is a quarterly online journal of international ocean writing and art, published by Blue Ocean Institute. We welcome contributions from scientists and beachcombers, students and vacationers, fishermen and seafood-eaters, coastal residents and inland ocean-lovers and professional writers and artists, too. After a recession-related pause, we plan to resume publishing next year with partners from Chicago's Brookfield Zoo.

Picasso's Blue Period

Near the triangle sand dunes
Picasso held a sun umbrella shading his mistress,
her hibiscus bathing suit dry as a coconut shell.
She stopped abruptly: "How blue the ocean is."

What a peasant interpretation of color!
Didn't she know there are many shades of blue?

Her hands were blue crabs on a coloring book,
shifting side to side, filling in solid colors.
Her brown eyes had blue flecks in their irises.
Her snapdragon lips had hints of periwinkles.
Even her raspberry freckles had rings of indigo.

Across the channel, London had grey-brown fog
mixed in light-blue rain falling mutely on cobblestones.

If he bit her lip, it would bruise cobalt blue.
Her neck veins throbbed a tattoo of blue, blue, blue.
She was still prattling about the shockingly blue sky.
Couldn't she see the ocean and sky were more colors?
Nothing is totally one color. Even grass has blueness.

Shadows of the footprints in the sand were powder-puff blue.
The seagull wingtips flash blue, blue, blue,
buoys rock in the cradle of blue-white wave-crests.
A shrimp boat captain removes greenish-blue seaweed.
Everything is blue as Picasso's clenched, frustrated knuckles.

-Martin Willitts, Jr.



"We admired the fish for a moment and then lowered him down to the surface. In a gentle cradle, my son gave the fish a second to regroup and then, in a furious flash, the small striper kick-started himself and dashed away, free and fast.

We fished a lot that summer, my eldest son and I. It was a cool season on the mid-coast of Maine. Many overcast days, a lot of fog and too much rain, but we persevered, picking out a clear afternoon or a mad dash before dark to drop a line and see what might develop."

-Excerpted from "Fish On!" by Julie Bliss

Saving the OCEAN

Saving the Ocean with Carl Safina is about people solving problems. Each episode will feature gorgeous locations, fabulous wildlife, and some of the most interesting, innovative people you've ever met.



Saving the Ocean focuses on positive developments around the world.

Carl Safina, the on-camera host, and producer John Angier completed two pilot episodes this year and received commitments for national distribution from PBS and American Public Television—if we can find the funding to finish the episodes.

We are energetically working to fund the remaining episodes and were invited to submit a proposal to the National Science Foundation. If the project gets a green light, we will also develop a social-networking companion website that will link viewers to field projects in which they might want to get involved.

To learn more visit: www.chedd-angier-lewis.com/ocean/.





FRIENDSHIP COLLABORATIVE

Building Bridges Between Science and Faith

THE FRIENDSHIP COLLABORATIVE grew out of a partnership between Blue Ocean Institute and Ken Wilson, Senior Pastor of Vineyard Church, Ann Arbor, Michigan, and a member of the national board of Vineyard, A Community of Churches.



The collaborative takes advantage of a shared ethical concern about the environment. We bring together faith leaders and scientists to help shine light on our shared interest in the environment and think about how we might work together to address large-scale environmental challenges, like climate change. Because of its scope, global warming requires that all stakeholders find common ground to work together. Through our Friendship Collaborative, we're doing just that.

This year, Carl Safina spoke at several Friendship workshops hosted by University of Michigan at Ann Arbor, co-led by Pastor Wilson. Safina, who is secular, also addressed two services in Wilson's Vineyard of Ann Arbor church.

We also revamped the **Friendship Collaborative** website to spark face-to-face community discussions by providing resources and materials for those who wish to initiate workshops in their communities. In addition, we have co-authored articles and essays in *Creation Care* magazine that inform the evangelical community about current scientific issues. www.friendshipcollaborative.org



"There was so much to be proud of at Vineyard yesterday,

- Having Dr. Carl Safina in our church...as a warmly welcomed guest;***
- His very moving and spiritual presentation on caring for God's creations;***
- His receiving a standing ovation from the crowd;***

There was more church at Vineyard yesterday than most churches have in a lifetime. Maybe church isn't the right word, maybe it should be more of "God's kingdom" but it's the kind of church I want to be a part of." - Mary Ann Trainor, Vineyard Church member on <http://kenwilsononline.com/2009/03/17/carl-safina-friend-of-sinners/>

FROM SEA TO TABLE

Leaders in raising awareness of Ocean Friendly Seafood since 1998.

The heart of this program dates back over a decade to 1998, when Carl Safina published (in *Audubon* magazine) the world's first guide to ocean friendly seafood. The concept proved timely. Today, the idea of eco-friendly eating has gone mainstream. Building on this, we are finding new ways to reach seafood lovers and we are targeting a demographic that has a great deal of control over seafood choices—chefs and restaurateurs.

Our **From Sea To Table** program continues to play a central role in educating consumers about what their seafood choices mean for ocean health. We are constantly reevaluating our sustainability and health recommendations as new science emerges. This year, over 110,000 copies of our **Guide to Ocean Friendly Seafood** got distributed through hundreds of different partners—including universities, resorts, nature centers and restaurants.

In October 2008, we rolled out our first **Guide to Ocean Friendly Sushi**. From uni (sea urchin) to hamachi (yellow-tail), we have decoded Japanese cuisine so that seafood enthusiasts can make ocean-friendly choices at the sushi bar. Our guide also includes cultural information on the art of eating sushi by renowned culinary experts Trevor Corson, author of *The Story of Sushi* and Hiroko Shimbo author of *The Sushi Experience*. We have already distributed almost 50,000 guides across the country.



Wired **seafood lovers can access more than 100 seafood rankings on our website**. Our color-coded listings are determined by the most recent science: using a methodology anyone can access, we evaluate species' life history, abundance in the wild, habitat concerns, and catch method or farming system to make our determination. We also include health advisory information. Our peer-reviewed work is transparent, authoritative, and easy for consumers to understand and use. Several thousand online visitors access our seafood guide each month.

"The plain truth is that the vast majority of consumers do not have a relationship with fish. A fish is a living entity whose value is as a contributing part of an ecosystem. When a fish meets a person that fish becomes seafood. And it is with seafood that we have a relationship."

—Barton Seaver, Chef, Blue Ocean Seafood Fellow



The popularity of Blue Ocean Institute's **FishPhone™**—the nation's first sustainable seafood text messaging service—is steadily rising. We received 60,000 queries by 17,000 unique users in just 18 months. FishPhone received a Best In Green award by Ideal Bite, a green-living website. The award recognizes Blue Ocean and FishPhone as "leading the way in green." The service received major media coverage in outlets such as the *Wall Street Journal*, *the New York Times*, *Bon Appetit*, *Grist*, *Gourmet*, and *Condé Nast Traveler*. A story featuring FishPhone in *Parade* magazine, which is distributed to more than 33 million homes across the country as an insert in Sunday newspapers, resulted in over 4,000 FishPhone queries in a single day.

To use FishPhone, simply type a text message with the word "fish" and the seafood you need advice for, like, "fish halibut" or "fish clams." Send it to this 5-digit number: 30644. You'll have your answer in under 10 seconds.

If you like FishPhone, look forward to FishPhone 2.0. It will include added features such as: seafood conservation text alerts; messages with information on the effect of sustainable seafood choices; and recipe and seafood tips from our new Fellow, renowned chef and sustainability advocate **Barton Seaver**.



Green Chefs, Blue Ocean—Nearly 70 percent of our annual seafood purchases are made in restaurant or catering establishments in this country. That makes chefs a key force in shaping demand in the seafood industry.

We have teamed up with **Chefs Collaborative**—the leading non-profit network of sustainability-minded chefs—to put together a sustainable seafood course. The aim of **Green Chefs, Blue Ocean** is to teach chefs and restaurateurs how to make sustainability an essential ingredient in their cuisines. The centerpiece of the program is a progressive, interactive course for established chefs and students at culinary institutes around the country.

The state-of-the-art online course explains the nuances of fisheries, aquaculture, contaminants and seafood sourcing

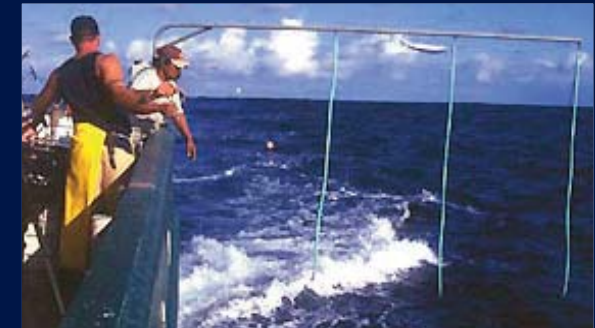


through video, animation and text. The program offers compelling testimonials from prestigious chefs and has been designed with extensive input from the culinary community. It directly addresses the information gap and limitations of a traditional classroom and will be a vital resource for chefs and culinary students. The companion website (www.oceanfriendlychefs.org) will include a blog, news on sustainable seafood, and links to ocean-friendly sourcing opportunities to enable chefs to take immediate action.

The curriculum is scheduled to launch in September 2009 and will be implemented initially in three of the most influential culinary institutes. We greatly appreciate support of this program by the **Claneil Foundation, Code Blue, and National Marine Sanctuary Foundation**.



STUDYING BYCATCH GLOBALLY



Hooks and nets catch and entangle many more marine creatures than fisherman keep. This untargeted catch is called bycatch—and like fishing itself—it is reshaping ocean ecosystems.

The extent and effects of bycatch, however, have been difficult to characterize on a global scale. Much is discarded and undocumented, leaving the big picture somewhat blurry. That is why we partnered with scientists from Duke University and other academic institutions on a large-scale scientific study of the problem.

Project GloBAL set out to characterize incidental catch of seabirds, sea turtles, and marine mammals on a large scale. Blue Ocean Institute was an initiating partner; Carl Safina, a co-director for the project.

The study wrapped up in the summer of 2009. It generated over 25 published, peer-reviewed scientific articles. The project hosted five workshops, symposia, and special sessions at international scientific meetings, culminating in a capstone symposium at the International Marine Conservation Congress (IMCC). Part of the project's legacy is a much-needed global bycatch library and database.

<http://bycatch.env.duke.edu/>

CONSERVING CORAL REEFS



Disney Worldwide Conservation Fund supported Blue Ocean Institute's new research program to provide solutions for one of the world's most threatened ecosystems—coral reefs—and the communities dependent upon them.

Coral declines due to warmer, more acidic oceans are being well documented, but the effect on sponges—vital components of coral reefs—is largely unknown. Of deep concern is that declines in sponges severely reduce the biodiversity of reef ecosystems through loss of food, shelter, water filtration and nursery habitat for thousands of species, including the endangered, sponge-eating Hawksbill Turtle.

Under the leadership of Blue Ocean's **Dr. Alan Duckworth** and the assistance of **SUNY Stony Brook's School of Marine and Atmospheric Sciences** Graduate students, our Coral Reef Conservation Project is monitoring and comparing growth and survival rates of common sponge species under different environmental conditions of water temperature and chemistry to identify which species are resistant to climate change. BOI is also examining the potential for commercially farming bath sponges to provide a sustainable industry for coastal communities. The next stage of the project will be to recommend scientifically sound management strategies.

“ ‘Coral reef’ may be the type of habitat but in much of the Caribbean, including Jamaica, sponges are the most conspicuous and most common animal. They are also essential for the survival of coral reefs. Sponges provide food and refuge for many fish and turtles, and they filter the water by removing bacteria and small particles, keeping the water crystal clear.”

– Dr. Alan Duckworth in “Spotlight on Sponges,” <http://blueoceannotes.wordpress.com/>



NEXT WAVE

Inspiring the next generation



Blue Ocean Institute's Next Wave education program works to inspire the next generation of ocean conservationists. As a pilot program we've remained focused near our home base in New York. Our partnership with Atlantis Marine World Aquarium on the east end of Long Island provides an opportunity to engage nearly 17,000 students and families annually through hands-on educational tours of the Peconic Estuary. Blue Ocean educators feature the biological diversity and importance of this nationally recognized estuary in their presentations aboard the aquarium's 72 person tour boat Explorer.



Reaching New Audiences

This year we reached out to the English Language Learning (ELL) community through a partnership with local high school teachers. Blue Ocean educators delivered Ocean Science Literacy Workshops to first and second year English language learners. Students were introduced to the ocean literacy principles developed by the Ocean Literacy Network. Teachers incorporated the principles into their curriculum. To complete the workshop students were asked to write poetry in English about an ocean animal found near their



native country. Animals chosen by the students included fur seals from Namibia, jellies from France and humpback whales from the Dominican Republic. A five week workshop with one particular high school culminated with the students sharing their work at a technology in education

event on the campus of Stony Brook University. The group was one of only two ELL groups taking part, and for many of the students, the first time they had taken part in an academically oriented extra-curricular event.

Blue Ocean educators also led professional development workshops for New York City teachers. Nearly 50 teachers took part in workshops that applied the ocean literacy principles to the exploration of two local estuaries, the Peconic Estuary and the Long Island Sound. One very enthusiastic teacher sent the following message after one workshop, *"I wish to thank you again for an amazing day. I would like to apologize for my over exuberance in calling out answers. This was the first time that I actually was thrilled by a Science lesson and couldn't contain my excitement. I felt like a kid!! Thank you and your colleagues for a memorable day."* This was in response to an 8 hour day which was largely spent outdoors in cold rain.



Jellyfish

Soft translucent body

Floating, drifting in the water

Light pinkish tissue

An animal, or a lost flower?

Innocent creature

Floating, drifting in the water

You touch it

And you suffer. - Polina, ELL student, French native.

Kalpana Chawla Ocean Journey Scholarship



The Kalpana Chawla Ocean Journey Scholarship was established by Blue Ocean Institute, in conjunction with Lindblad Expeditions in 2007. It is named in honor of Kalpana Chawla, an astronaut who perished aboard the Columbia Space Shuttle in 2003. Her abiding love of the ocean and her interest in the work

of Blue Ocean founder Dr. Carl Safina, led her to bring Safina's acclaimed book, *Song for the Blue Ocean*, aboard the shuttle on its fateful mission.

We selected two students to receive the second annual Kalpana Chawla Ocean Journey Scholarship from Blue Ocean Institute and Lindblad Expeditions. Khanh Nguyen of Lawndale, CA is a 17-year-old student who emigrated from Vietnam to California and has become a conservation leader by volunteering at a non-profit coastal environmental education facility. Delphine Slotten is a 16-year-old student from Mendham, NJ. She was honored for work starting the first recycling program in her county.



The students voyaged with Lindblad Expeditions to the Galápagos Islands in July. Accompanied by skilled scientists, naturalists, and researchers, the scholarship winners explored the unique archipelago, observing and studying the distinct wildlife that calls it home.



"I was somewhat undecided on my major for college; however, reflecting on my experience, learning from the naturalists on board, and facing such tangible beauty of nature, I have grown more determined to make earth/environmental sciences my choice in college. I feel a great urge to preserve the unspoiled environment that I have seen for those around me and those in the future."

- Khanh Nguyen



Floreana Island

Forty miles from Española by ship brought us by night to Floreana, the "Mystery Island." A slightly overcast sky, the dense forest of the silvery-gray barks of the incense trees, and the faint early morning mist certainly did not dispel the air of mysteriousness. Early risers enjoyed a pre-breakfast Zodiac ride back in time to Post Office Bay, where whalers had originally set up a letter-collection site. Several among us continued the tradition that has developed over the years, taking the postcards addressed to people in or near their hometowns to deliver them to their rightful recipients, and others left their own postcards, hopefully to be returned several years from now.

After breakfast, some embarked on the glass-bottom boat, and deep-sea snorkelers enjoyed a more intimate observation of an amazing, colorful array of fish in waters around Champion Islet. In both cases, the sea lions certainly did not miss the opportunity to attract our attention, rubbing themselves on the glass of the boat or playfully chasing our flippers. Zodiac rides around the islet provided excellent views of the red-billed tropicbirds in their attempts to land directly in their nests on the rock face. Searchers were also rewarded by a few glimpses of the elusive Charles mockingbird, an endemic species that had previously inhabited all of Floreana but that is now confined to the islet.

In the early afternoon, at Punta Cormorant, explorers enjoyed the views of Floreana from their kayaks, while others enjoyed the brown beach and the opportunity to swim, accompanied by the ever-present sea lions.

Later, the main hike of the day brought us to the brackish lagoon at the center Punta Cormorant, where we got our first glimpse of two dozen native flamingos, understood that the birds' diet can account for their vibrant hues, and learned about the threats that such feral species as pigs and cats pose to the stability of the flamingo population in the Galápagos, and the efforts that have been undertaken to preserve the population. Continuing along a path through a vegetation of lichen-draped incense trees, leather-leaved trees, endemic acacia, and wing-fruited leucocarpus, and joined by several yellow warblers, we came to the white sand beach on the northern side of the point. There, we spotted a few rays close to shore and countless Sally lightfoot crabs on the black volcanic rocks. The last among us on the island enjoyed a magnificent sunset.

With one hundred and ten miles to travel tonight, and though exhausted from today's activities, we look forward to another day full of adventures and discoveries!

-Delphine Slotten, Ocean Journey Scholar, Daily Expedition Report 7/13/2009

Scientific Publications by Staff of Blue Ocean Institute:

Safina, C. and M. J. Hardt. In press. "The Other Side of Ocean Acidification." *Scientific American*.

Safina, C. and M. J. Hardt. In press. "The Relationship between Science and Ocean Policy." In: V. Christensen, Editor. Thinking Big; Proceedings of the Daniel Pauly 2006 Symposium.

Safina, C. and M. J. Hardt. In press. "The Role of the Natural Sciences in sparking an environmental ethic." In: *Toward a New Environmental Ethic. Proceedings of Yale Aspen Conf.*

Safina, C. 2008. "Introduction." In: *Albatross; Their World, Their Ways*, by Tui De Roy, M. Jones, J. Fitter. Bateman, Auckland, NZ.

Soykan, C. U., J. E. Moore, R. Żydelis, L. B. Crowder, C. Safina, R. L. Lewison. 2008. "Why Study Bycatch? An Introduction to the ESR" Special Issue on Fisheries Bycatch. *Endangered Species Research* 5:91-102.

Heltzel, P. G. and C. Safina. 2009. "Evangelicals for Environmental Sustainability; Religious Leaders and Scientists Uniting to Care for Creation." Pp 285-304 in: Harper, Nile, ed. *Journeys into Justice; Religious Collaboratives Working for Social Transformation*. Bascom Hill. Minneapolis.

Duckworth AR. "Farming Sponges to Supply Bioactive Metabolites and Bath Sponges: A Review." *Marine Biotechnology*, in press.

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Safina, C. 2008. "Regulators Are Pushing Bluefin Tuna to the Brink." *Yale Environment* 360. Published online: <http://e360.yale.edu/content/feature.msp?id=2096>

Hardt, M. and C. Safina. 2008. "Covering Ocean Acidification: Chemistry and Considerations." *The Yale Forum on Climate Change & The Media*. yaleclimatemediaforum.org/ <<http://yaleclimatemediaforum.org/>>

Safina, C. and M. J. Hardt. 2008. "Carbon's Burden on the World's Oceans." *Yale Environment* 360. Published online: <http://e360.yale.edu/content/feature.msp?id=1996>

Safina, C. and D. Klinger. 2008. "Collapse of Bluefin Tuna in the Western Atlantic". *Conservation Biology* 22: 243–246.

Ferretti, C. et al. "Growth dynamics and bioactivity variation of the Mediterranean demosponges *Agelas oroides* (Agelasida, Agelasidae) and *Petrosia ficiformis* (Haplosclerida, Petrosiidae)." *Marine Ecology*, in press.

Lopez, J.V. et al. "Comparison of Bacterial Diversity within the Coral Reef Sponge, *Axinella corrugata*, the Encrusting Coral *Erythropodium caribaeorum*."

Newspapers and Non-science Magazines

Safina, C. 2009."Darwinism Must Die So That Evolution Can Live." *New York Times, Science Times*, February 10, 2009.

Safina, C. 2009."Cease sea turtle carnage." *The Tampa Tribune*. April 14. This also appeared in: *South Florida Sun Sentinel, Tampa Tribune, and the Pensacola News Journal*.

Safina, C. 2009. "Too big to fail." *Ocean Geographic*. February.

Safina, C., 2008. "Toward a Sea Ethic." *The American Prospect*. December.

Safina, C. 2008. "The Moral Climate." *Orion*, Sept/Oct.

Safina, C. and M. Hardt. 2008. "Jellyburgers and Fries." *Edible East End*. Fall.

Safina, C. 2008. "Tuna Wishing". *Edible East End*. High Summer.

Safina, C. 2008. "Summertime Blues." *Edible East End*. Low Summer.

Safina, C. 2008. "Sunset on Tiana Bay." *Edible East End*. Spring.

"The Evolution of Sushi," by Carl Safina and Katherine McLaughlin, *Edible East End*, Winter 2008.

BEYOND WARMING

Despite our small size, Blue Ocean is uniquely positioned to contribute to the national dialogue on climate change. This is possible because we are both scientifically literate and unusually good at reaching large audiences with easy-to-understand translation. With our new climate program, we are working to educate people about the effects of global climate change that go beyond warming.

“Climate change” is really “carbon change” and is not solely about warming. Our multi-media initiative draws attention particularly to changing ocean chemistry (ocean acidification), rising sea levels (and the implications for massive human dislocation), and physical changes in the distribution and health of marine life. These changes in the ocean have been largely left out of the conversation about climate change, so we are focusing on communicating this emerging science to the public.

Carl Safina and Dr. Marah Hardt, Blue Ocean Fellow, completed an article for *Scientific American* that focuses on how acidifying seawater is also infiltrating the bodies of essentially all marine organisms. Safina’s book will delve further into this topic.

Honors

Carl Safina was profiled in a new book, *Modern American Environmentalists: A Biographical Encyclopedia*, published by Hopkins University Press.

Seminars, Addresses, Professional Presentations

In the last year, Carl Safina was invited to speak at the following venues:

Birch Wathen Lenox School, NY, NY.

Harold Washington Library, Chicago.

Stanford University Hopkins Station.

Stanford University, Palo Alto, CA

Vineyard Church, Ann Arbor, MI.

Blue Vision Summit Conference, Washington, DC.

Blue Ocean Film Festival, Savannah, GA

Friends of Flax Pond, Oldfield, NY.

Bedford Environmental Summit, Bedford, NY.

Eastern Connecticut State University, Storrs, CT.

Chapin School, NY, NY.

National Council on Science and the Environment conference, Washington, DC.

Long Beach Aquarium, CA.

Stony Brook University, Stony Brook, NY.

Stony Brook Southampton, NY.

PopTech Conf., Camden, Maine.

The Nature Conservancy, Portland OR.

Montauk Library, NY.

The Following Publications and Media Interviewed Blue Ocean staffers, including: Forbes, New York Times Magazine, The Christian Science Monitor, BBC’s The World, Washington Post, Science Magazine, Conde Nast Traveler, Martha Stewart XM Radio, Honolulu Weekly, Milwaukee Journal Sentinel, Ring of Fire on Air America, Wend Magazine, Open Mag (India), Power Magazine.

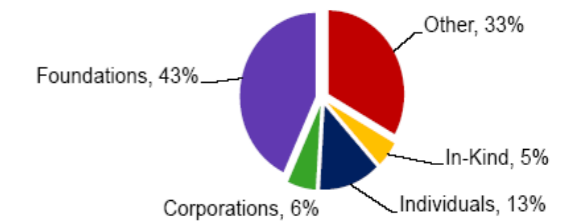
THE BLUE OCEAN INSTITUTE, INC.
SUMMARY STATEMENT OF FINANCIAL POSITION
MAY 31, 2009

ASSETS	
CASH AND INTEREST BEARING DEPOSITS	\$ 367,949
INVESTMENTS	91,616
CONTRIBUTIONS AND PLEDGES RECEIVABLE	52,020
OTHER ASSETS	<u>115,217</u>
TOTAL ASSETS	<u>\$ 626,802</u>
LIABILITIES	
ACCRUED EXPENSES	<u>\$ 17,920</u>
TOTAL LIABILITIES	<u>17,920</u>
NET ASSETS	
UNRESTRICTED	293,966
TEMPORARILY RESTRICTED	234,916
PERMANENTLY RESTRICTED	<u>80,000</u>
TOTAL NET ASSETS	<u>608,882</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 626,802</u>

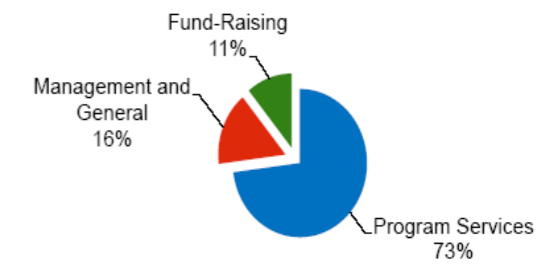
THE BLUE OCEAN INSTITUTE, INC.
SUMMARY STATEMENT OF ACTIVITIES
YEAR ENDED MAY 31, 2009

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
PUBLIC SUPPORT AND REVENUE:				
Public support	\$ 681,306	\$ 142,410	\$ -	\$ 823,716
Revenue	7,379	-	4,114	11,493
Net assets released from restrictions	410,187	(406,073)	(4,114)	-
TOTAL SUPPORT AND REVENUE	<u>1,098,872</u>	<u>(263,663)</u>	<u>-</u>	<u>835,209</u>
EXPENSES:				
Program services	866,097	-	-	866,097
Supporting services:				
Management and general	202,918	-	-	202,918
Fundraising	128,065	-	-	128,065
Total supporting services	<u>330,983</u>	<u>-</u>	<u>-</u>	<u>330,983</u>
TOTAL EXPENSES	<u>1,197,080</u>	<u>-</u>	<u>-</u>	<u>1,197,080</u>
DECREASE IN NET ASSETS BEFORE OTHER DECREASES	<u>(98,208)</u>	<u>(263,663)</u>	<u>-</u>	<u>(361,871)</u>
OTHER DECREASES	<u>(555)</u>	<u>-</u>	<u>-</u>	<u>(555)</u>
DECREASE IN NET ASSETS	<u>(98,763)</u>	<u>(263,663)</u>	<u>-</u>	<u>(362,426)</u>
NET ASSETS, beginning of year	392,729	498,579	80,000	971,308
NET ASSETS, end of year	<u>\$ 293,966</u>	<u>\$ 234,916</u>	<u>\$ 80,000</u>	<u>\$ 608,882</u>

FY 2009 Operating Revenue



FY 2009 Total Expenses



Blue Ocean Institute's complete audited financial statements may be obtained by writing to:
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P.O. Box 250
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Our ocean is too big to fail. And the bailout it needs comes from our actions, our choices, our pursuit of solutions that we recognize as moral necessity, not sacrifice. We are all here together, and all fates are one.

—Carl Safina, adapted from Ocean Geographic magazine, August 2009.

Annual Report Production:

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