

Monarch Live – Interagency Preview Telecast

Part 1 of 2

>> A presentation of the United States fish and wildlife service national conservation training center.

Providing leadership in learning to conserve fish, wildlife and natural resources.

>> Hello.

Thanks for joining us.

I'm Randy Robinson.

We're coming to you from the national conservation training center.

Welcome to MonarchLive!, an interagency preview.

We're excited about this program coming up.

This is an environmental education series of programs broadcast and webcast for schools.

We're here to tell you all about it, and hopefully, enlist your support.

But before we get started, let me go into a couple of things here.

Let me just say who we are.

We are the partners in resource education, and we are a group of federal agencies and NGOs with a common goal, and that is supporting and enhancing environmental education and getting kids outdoors.

We are the forest service, prince William network, bureau of land management, environmental protection agency, fish and wildlife service, NOAA, national oceanic and atmospheric administration, natural park service, natural resource conservation service, project learning tree,

national environmental education foundation, prince William county schools and Monarchs in the classroom.

It's a great group of people to work with.

I'm happy to have some of those partners here with me in the studio today.

We'd like to tell you a little bit about the program that's coming up.

So, I'd like to introduce first here on my right, sandy frost.

Sandy is with the U.S. forest service.

Sandy, thanks for joining us here today.

>> It's a pleasure, Randy.

>> And on our set, we also have Kristy Liercke from prince William network, Kathy McGlaulin from project Learning tree, and Donita Cotter from the national wildlife refuge system.

Thanks for joining us, everybody.

We're all going to tell you a little bit about this program, and hopefully in the next 30 minutes, give you a better understanding of how you might be able to join in and help us out.

We have made that pretty easy for you to do, I think.

But first, let me just say who our audience or who our hopeful audience and that is you.

Who are you?

Well, we think that you might be environmental education or interpretive specialists, outdoor recreation planners, biologists, superintendents, managers.

In short, everybody can do a little bit to help us spread the word to the schools.

We'll try to make it easy for you.

That website that you have seen at the bottom of your screen, that's our MonarchLive! Website.

It's monarch.pwnet.org.

And everything that you will need to make the job of spreading the word easier will be there.

In the next 30 minutes, we'll give you a little taste, a little video taste of what's coming up, and then our folks on the set here will describe a little bit about the educational value, the biology, the citizen science, the connection with project learning tree and the butterfly and pollinator gardens.

That's our goal.

If we go back to the slide here, mark, we'll take a look at our map coming up.

The migration map here, but this is the website on monarch.pwnet.org.

One thing we'd like you to take a look at, as you get a chance, is the flier.

If you look down in the lower left -- I know it's a little hard to see on your screen here on the video -- but there are two PDF files there.

Those are fliers.

One is in English and one is in Spanish.

The broadcast will be going out to Canada, Mexico and the United States, so it's also going to be via satellite and via webcast, so there's different ways that you can tune in.

And we're going to give you contact information about how and who to go to

to find the answers to where you might be able to get it.

In a nutshell, it would be carried by public broadcasting stations.

It will be carried by our agency downlink sites, the national park service, the fish and wildlife service, the bureau of land management.

Those satellite downlink sites will carry it as well as schools that can get it on C-band.

And if you can't get to any of those sites, then really all you need is an internet connection, a fast internet connection, and going again to the prince William network website, the MonarchLive! Website, you will be able to bring the MonarchLive! Program into your schools.

Even if you are not a teacher, Kristy is going to expand on this a little bit, we'd like to still get you to register, and again hopefully spread the word, and help schools register, and maybe if you have a little bit more time, you can help a school by inviting them to your site to view it, or maybe going into the school, maybe working on a pollinator garden, any number of things that you can do.

What we're asking to you do today is spread the word and get the good news out.

This is a school year program.

It's going through the school year, 2008 and 2009.

Mark, if you bring the slide back up, we're going to take one more look at the website.

That's monarch.pwnet.org.

Then we're going to take a look at a little video clip here, Kristy has brought us a nice two-and-a-half minute clip in.

So, mark, if you have got that ready, let's roll the video.

>> The annual migration of the Monarch butterfly is one of the most spectacular events in the world.

Every year millions of Monarchs migrate thousands of miles from Canada in the United States to overwinter in the Mexican states of Mexico, and this magical journey has also been referred to as an endangered biological phenomenon.

MonarchLive! Takes you on a distance learning adventure in the 2008-2009 school year.

You can participate by watching webcasts and broadcasts at six locations throughout the year.

Monarch biological, stewardship and citizen's projects will be highlighted in the project.

In addition, you can follow their journey online at the project website at monarch.pwnet.org.

MonarchLive! Kicks off on October 10th with an introduction to this fascinating insect, which is among the most recognized, studied and loved of all of North America's butterflies.

We invite to you join us on February 17th in a remote mountain peak in Mexico for the first-ever live broadcast from the winter home of the Monarch.

The location was recently designated as a UNECSO world heritage site.

They will discuss the biology, how the population is estimated and the Monarch survival.

February 19th, join us at a community center where Mexicans will talk about sustainability and steps they are taking to preserve the mountains. During the spring of 2009, the butterflies will travel north to feed and raise successive generations of Monarchs.

In May 19th, we'll join an inner city organization in Chicago where they are seeing big results in a little space that's being turned into a butterfly garden.

The same week on May 21st, we'll look in on Monarch Lab to learn about growth.

Citizen roles in monitoring the population and threats to Monarchs.

May 28th we are planning a webchat from Canada.

Be a part of this magical journey.

Register now for MonarchLive!.

>> Well, Kristy, thanks for bringing that clip in.

It looks fantastic.

I can't wait to see this.

Remember, it starts October 10th, and right now, I'd like to introduce again Sandy Frost.

Sandy, thanks for coming in today.

Sandy is going to talk about the conservation education aspects of the program.

>> Thank you very much, Randy.

And it really is an honor to be here today, and to be part of the forest service who is helping lead MonarchLive!.

This has been a wonderful project and we really hope that you are able to

get involved and be part of it along with all these different agencies. You know, you may be wondering what the forest service and fish and wildlife service and BLM and other agencies are doing focusing on Monarchs.

There's some simple reasons behind that.

So, how and why did they we get here -- Monarchs.

One of the reasons that we're focusing on Monarchs is because they're truly compelling animals.

Part of that is because their amazing life history and dependence on habitats in Canada, the United States, and Mexico, and their migration. The compelling stories are compelling to children but they're compelling to adults alike.

Another reason that we're focussing on Monarchs is that they really can serve as a representative of the whole universe of pollinators, and they can help us understand the value of pollinators in our lives.

And lastly, you have to admit, Monarchs are beautiful.

They're child scaled.

They're accessible and they're common and familiar to most Americans.

Monarchs make a great educational hook in telling our story.

Another reason is that many agencies and organizations across the Americas are focused on Monarch conservation.

And our work helps tie the works of other agencies and organizations together.

Lastly, Monarch MonarchLive! Really complements all of these existing efforts.

We're not trying to recreate the wheel.

Instead, we're trying to bring all of these efforts together, and leverage all of the different partners and organizations' work, and MonarchLive! is a great way to do that.

And we're really hopeful that you will be part of it in the future.

Another question is our foundational principles.

What is MonarchLive! Built upon?

We're built on three principles.

The first is we should believe that kids should understand Monarchs their life history and conservation challenges.

To do that we're using the best science available and we're reaching out to the most well respected researchers to contribute to the project.

We're using well established researchers and curriculum materials to make sure that our science that we're teaching the kids is the very best that we can make available.

The other idea is that kids should learn outside.

I know I don't have to convince you here, but we all believe that kids should be outside learning, and MonarchLive! Even though we're using technology to reach a broad audience, our focus is really on getting kids outside, getting their teachers outside, and learning outside.

Our third and foundational principle is we believe that kids should take action in their backyards.

To do that, a very important part of our project is focusing on citizen science and also on creating butterfly and pollinator habitats or gardens in their own backyards.

Kathy from PLT will be talking about that in a minute.

Our goals and objectives are tied to the foundational principles.

The first goal is Monarch biology.

Through the project, participants will have a better understanding of Monarch biology, the life cycles and conservation challenges.

The second objective is butterfly gardens, pollinator gardens and school yard habitats.

We want kids outside making a difference in their own back yard.

Our third objective is citizen science.

We know that we can make a difference, and we're helping kids understand that they have a role to play in understanding Monarch life history.

Their biology and conservation challenges.

I'm guessing that many of you are educators.

You probably want to know about our educational materials.

Our program is focused chiefly on grades four through eighth, but all of our materials can be easily adapted to older and younger grades.

And there will be resources on the web to help you do that.

The other thing is that our curriculum material is based on classroom -- Monarchs in the classroom, which is a well established, well accepted, well tested curriculum that comes through one of our program partners, Monarchs in the classroom.

And all of our materials will be correlated to national science education standards, and it's all available free, and it's all available online.

And to help us understand how you can access the program and be part of it, I'm going to turn now that Kristy Liercke of the prince William

network who will help us figure that out.

Kristy.

>> Thank you so much, sandy.

Prince William network is very excited to be a part of MonarchLive! In this exciting adventure.

As Randy mentioned, prince William network is the distance learning division of prince William county public schools in northern Virginia. We were established in 1992 by the school system, and the Virginia Department of Education to bring distance learning opportunities to areas of Virginia that were rural and underserved, and from there, we expanded some of our programs to national and even international audiences.

And there are two ways that you can receive the electronic field trip, just to mention that again, Randy touched on that.

One is that the program is going to be streamed online on the website, monarch.pwnet.org, and you can go to the website shortly.

There will be a test link there.

So you can have a look and see if you can get that streaming video, and if not, there will be time for you to do some troubleshooting.

But that's one option is to watch the programs on the internet.

And also as Randy mentioned, many in-house cable channel, educational channels, public broadcasting stations, community channels can receive the satellite broadcast as well.

And in addition to schools.

Many schools still have satellite dishes and will be able to receive the program that way.

So, consider your options, and you ought to be able to receive the program.

Our electronic field trips are interactive.

And that's an important feature that students can send in their questions by email, or call in.

There will be an email address, telephone number available before the events, so that students can interact with the scientists and experts that are on the program.

If you are not able to watch live, the program is going to be archived on the website, so you can go at any point after the broadcast to watch the program, and have a look, if you are not able to participate on that particular day.

And there will be a number of resources available on the website as was mentioned.

This will be lesson plans.

Links to a lot of good information that already exists about Monarch butterflies.

There will be information about the greenworks garden program which Kathy is going to be talking about shortly.

And we're also going to be having short videos that kind of give a flavor of the places that we're going to be visiting.

And sandy mentioned that the program is free, but I don't want to underestimate that, and so, there's certainly no cost for anybody to participate.

Many of the resources are going to be available in Spanish.

The program also be translated into Spanish, so if that's of interest to your community, stay tuned.

There will be more information coming out about that.

And lastly, we will be evaluating MonarchLive!.

It's important to us and our sponsors that the program be evaluated to make sure that the student learning takes place, and that this is a worthwhile project for everyone involved and also so we can learn as we go along.