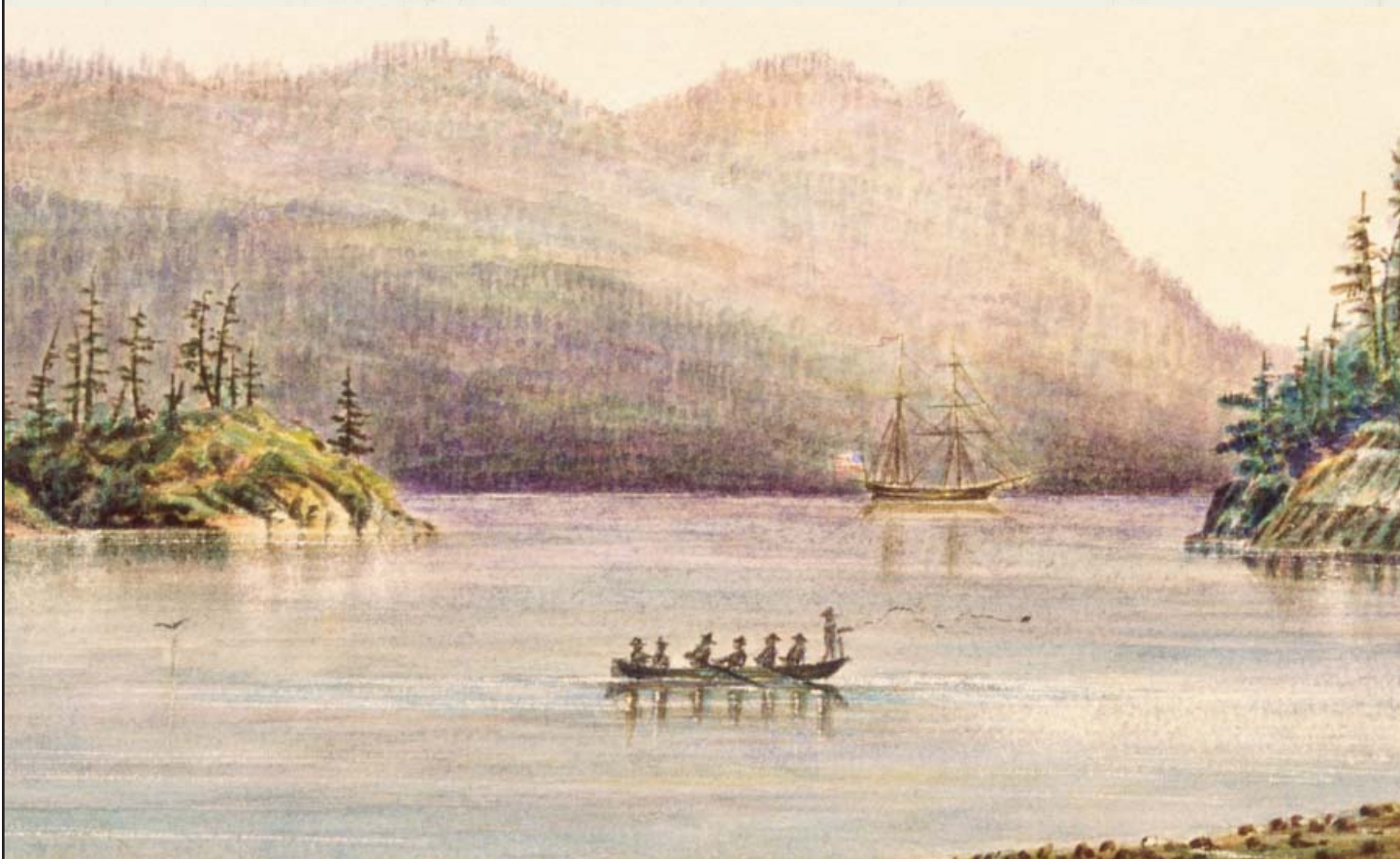


# FROM SEA TO SHINING SEA

200 YEARS OF CHARTING AMERICA'S COASTS



## Exhibitor Handbook



May 2007

The Smithsonian Institution Traveling Exhibition Service (SITES) and the National Oceanic and Atmospheric Administration (NOAA) are delighted that your organization is hosting *From Sea to Shining Sea: 200 Years of Charting America's Coasts*. The exhibition tells the story of America's first federal science agency, the Coast Survey, and its direct descendant, NOAA.

This handbook provides information about mounting, installing, and promoting the exhibition. It also gives you ideas on how to augment the posters with materials from your own collection and to create programs and activities that bring the exhibition stories to life. Please share this information with colleagues who will be working with this exhibition.

On pages 13-14, you will find an Exhibitor Feedback Report that you'll need to complete and return (along with copies of the publicity you receive) to the address on the form.

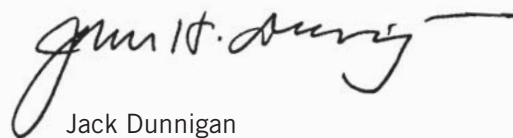
We look forward to opening this innovative program at 200 venues across the country on June 21, the first day of summer and World Hydrography Day. If you have any questions about the posters or how to present them, please contact SITES project director Jennifer Bine at 202.633.3106 or [fromseatoshiningsea@si.edu](mailto:fromseatoshiningsea@si.edu).

We look forward to hearing about your success with *From Sea to Shining Sea*.

Sincerely,



Anna R. Cohn  
Director  
Smithsonian Institution  
Traveling Exhibition Service



Jack Dunnigan  
Assistant Administrator  
National Ocean Service  
National Oceanic and Atmospheric Administration

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Exhibitors are invited to duplicate  
this handbook for their own use.

Cover: *Strawberry Harbor, Straits of Rosario*  
[San Juan Islands, WA] (detail)  
by James Madison Alden, 1854  
Courtesy Burke Museum of Natural History  
and Culture (catalog number L-3369/2)

# Exhibition Content

*From Sea to Shining Sea* will be delivered via FedEx the week of June 4, 2007, to the street address you provided on your application form.

In the meantime, you may download the following exhibition-related materials from the two sites listed below:

Poster Designs

Exhibition Script

Host Venues

Sample Press Release

Press Images and Logos

Exhibitor Feedback Report

Exhibitor Handbook

<http://www.sites.si.edu/host/fromseatoshiningsea.htm>

<ftp://sitesguest:9getfiles9@ftp.si.edu>

When prompted, enter the username [sitesguest] and password [9getfiles9].

The files are located within the *From Sea to Shining Sea* folder. If you have problems accessing the site, check your web browser to be sure that “Passive FTP” is enabled.

# Exhibition Checklist

## Title Poster

POSTER 1 From Sea to Shining Sea: *200 Years of Charting America's Coasts*

## Exhibition Introduction

POSTER 2 The Coast Survey: *Growing with the Nation*

POSTER 3 The Coast Survey: *Working for You*

## People

POSTER 4 Thomas Jefferson (1743–1826): *President with Foresight*

POSTER 5 Ferdinand R. Hassler (1770–1843): *Charting the Course*

POSTER 6 Alexander Dallas Bache (1806–1867): *The Survey Spreads Its Wings*

POSTER 7 George Davidson (1825–1911): *Mapping the Wild Pacific Coast*

## Changing Tools and Technology

POSTER 8 Latitude and Longitude: *Where on Earth Are You?*

POSTER 9 Triangulation: *How Does Surveying Work?*

POSTER 10 Nautical Charts: *How Do Mariners Plot a Safe Course?*

POSTER 11 Ocean Mapping: *What Lies Below the Surface?*

POSTER 12 Tides and Currents: *Why Are They Important?*

## Case Studies

POSTER 13 New York Harbor: *The Charting Begins*

POSTER 14 From Coast to Coast: *Mapping the Continent*

POSTER 15 Alaska: *Carrying the Flag Far North*

POSTER 16 Philippines: *Charting Tropical Waters*

POSTER 17 World War II: *On the Front Lines*

POSTER 18 Long Island, New York: *Locating Loved Ones Lost at Sea*

POSTER 19 U.S. Gulf Coast: *Responding to Large-Scale Disaster*

## Conclusion and Credits

POSTER 20 200 Years Later: *Still Going Strong*

# Mounting and Installation

The 20 posters in this exhibition are printed in full color on glossy 80# cover stock. Each poster measures 19.5" x 28.5". Your mounting options range from framing, to dry-mounting, to thumb-tacking them to your walls. The method you choose should reflect your anticipated use of the posters as well as your budget.

## Framing.

Standard metal-section frames come in a variety of lengths. Do-it-yourself framing could cost as little as \$35 from a retail store, while custom-made frames in wood or enameled metal may cost up to \$100 each. If you plan to circulate framed posters, make certain to use acrylic glazing rather than glass. You may also frame dry-mounted posters without any glazing.

## Dry Mounting.

Museums, schools, photography studios, sign shops, and commercial framing shops are equipped with dry-mounting presses. Similar to large irons, these presses use a heat-activated, pressure-sensitive tissue to form a permanent bond between graphic material and a backing material—illustration board, Fome-cor, or other lightweight substrate. If you use a flexible substrate, you may wish to mount a piece of paper on the back of the substrate to prevent warping.

## Film Lamination.

You may wish to permanently protect the posters from the elements by laminating them, especially if they will be shown outdoors or moved frequently. Nearly every city will have "laminating" listed in the yellow pages of its telephone book. In addition, many school systems may have laminators or receive special rates from contract companies.

## Hanging.

Any frame that you choose will have suggested hanging hardware. You may also attach dry-mounted or laminated posters to your walls using double-sided or foam tape, escutcheon pins or thumb tacks, or a hanging wire affixed to the back of the posters.

## Installation.

Although you are free to hang the posters in any order that works for your institution, we suggest the arrangement shown in the Exhibition Checklist.

# Public Relations

*From Sea to Shining Sea* will provide you with many excellent opportunities for media coverage and promotional activities. This section of the handbook is designed to make your job in promoting the exhibition as easy as possible using strategies that have been effective for past SITES exhibitions. As you use these PR materials, please stay in touch so that we can provide you with the support and information you need to make your showing a great success.

If you have any questions about any part of this section, please contact Miriam Keegan, SITES Director of Public Relations, at 202.633.3123 or keeganm@si.edu.

## Exhibition Credit Line.

All exhibition-related promotional materials must contain the exhibition credit line:

*From Sea to Shining Sea: 200 Years of Charting America's Coasts* is brought to you courtesy of the National Oceanic and Atmospheric Administration and the Smithsonian Institution.

Examples of such materials include (but are not limited to) invitations, banners, signage, posters, public program brochures, postcards, and printed, video, internet, and audio announcements.

## Logo Guidelines.

The SITES and NOAA logos must appear on all publicity materials including (but not limited to) press releases, flyers, poster copy, press preview invitations, scripts of public service announcements, advertising copy, banners, posters, etc. The SITES and NOAA logos must be visually equivalent in size and at least the same size as that of your institution.

These logos may be downloaded from the two sites referenced on page 2.

**Smithsonian Logo Guidelines.** You may use the logo either in black and white or in color. The Pantone colors used in the color emblem are Blue 3135C and UC (uncoated) and Yellow 116C and 109UC. The font for the lettering is Minion. Color specifications for other uses are available at <http://www.si.edu/silogo/>.



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- ▣ The Sunburst is made up of the sun and the circular sky background. Do not use the Sunburst without the accompanying logotype.
- ▣ The Sunburst itself should *never* be black. The circular sky background may be printed in black.

- ▣ When reversed out of a dark background and used without the “sky,” the sun will be white. If a light-colored stock or background is used, the black-and-white version must be used. If the background is dark, the white sun alone must be used.
- ▣ When printing the black-and-white version of the logo on colored paper, the sun will be the color of the paper on which it is printed.

**NOAA Logo Guidelines.** You may use the logo either in color or in black and white. The Pantone colors used in the color emblem are PMS Process Blue and PMS Reflex Blue. The font for the lettering around the emblem is Helvetica Medium (generic Arial or Univers may be substituted).



### Press Images.

For press, marketing, and web purposes, several images have been selected to represent the exhibition. You and your press contacts may download these images, a caption sheet, and the exhibition title block from the two sites referenced on page 2.

Please make sure that all images used are properly credited, per the instructions on Press Images & Captions on page 9.

Please note that large digital image files such as the ones on the site are often too large to send as e-mail attachments.

### Publicity Ideas.

When planning your media relations strategy, remember that the SITES Public Relations Office is a resource. We are happy to offer strategies that we have seen work at other venues or simply to brainstorm what types of promotions might work best in your region. Consider some of the following suggestions as you prepare your media campaign.

**Newspapers.** A suggested press release, information about downloading digital images, and links to general background material are included in this handbook. In addition to sending the press release to your area newspapers, consider the following ideas:

- ▣ Send the news release to the attention of the editor or reporter who has the most interest in this information.
- ▣ Ask the editor of your daily newspaper to place an article or photographs in the Sunday photo magazine or supplemental section. These sections often reach more people than a weekly paper.
- ▣ Contact the state Associated Press and United Press International wire services. Information of statewide interest can be telephoned in and will be carried in newspapers throughout the state. Wire service offices are generally located in the state capital and in large metropolitan areas.



**Radio and Television.** Radio and television stations will air public service announcements (PSAs), written or taped. If you have a small exhibition budget, send local stations a written 30-second media spot announcement. For example:

[Your Venue Name] invites area residents to a special exhibition—*From Sea to Shining Sea: 200 Years of Charting America's Coasts*. The exhibition is brought to you courtesy of the National Oceanic and Atmospheric Administration and the Smithsonian Institution.

The exhibition opens on [Date] and is on view through [Date]. [Your Venue Name] is open [Days & Times].

- ▣ Invite the media to cover special events and public programs. These are community news items that bring attention to your organization and the exhibition.

**Local Calendars of Events.** In addition to contacting your local newspaper editors and feature reporters, ask the Calendar editors to include a short item and photograph on the exhibition.

- ▣ Area colleges and universities have newspapers that can print both calendar entries and articles on the exhibition.
- ▣ Local chambers of commerce, visitors' bureaus, and convention centers have monthly publications that list local community activities.



[VENUE] Presents Smithsonian Poster Exhibit Celebrating 200th Anniversary of NOAA Predecessor

**Every day, cruise ships sail from Miami; coal ships deliver to power plants along the shores of the Great Lakes; crabbing boats harvest Alaskan king crab in the Bering Sea; and weekenders prepare their boats for leisurely afternoons on the Chesapeake Bay. Each one of these mariners uses the resources of NOAA's Navigation Services to safely navigate U.S. coastal waters.**

In recognition of this landmark 200th anniversary of the establishment of the Survey of the Coast, NOAA and the Smithsonian Institution Traveling Exhibition Service (SITES) have created the exhibit, "From Sea to Shining Sea: 200 Years of Charting America's Coasts," which opens June 21 at the [VENUE, CITY, STATE]. The [museum, lighthouse, center, etc.] is one of 200 venues nationwide to be a part of this special celebration. To view a complete list of host organizations, visit [www.sites.si.edu/host/fromseatoshiningsea.htm](http://www.sites.si.edu/host/fromseatoshiningsea.htm).

In 1807, President Thomas Jefferson recognized the need to chart the coastal waters of this country as vital to the independence and prosperity of the economy and to the security of this fledgling Nation. With his foresight, Jefferson compelled Congress to pass an Act establishing "the Survey of the Coast," a predecessor agency of today's National Oceanic and Atmospheric Administration. The Survey of the Coast charted the nation's ports and waterways, researched physical characteristics of the ocean bottom, and explored many of the world's oceans. The organization was known for a tradition of perseverance, scientific integrity, engraving and charting skills, and courage.

This exhibit, which will be shown in maritime museums, ports, aquaria, nature centers, schools, libraries and lighthouses, celebrates the history, accomplishments and scientific contributions of the nation's first science agency. The 20 colorful posters are illustrated with photos, charts and artwork from the Survey's archives.

"This year we are proud to be holding a year-long celebration of 200 years of science, service, and stewardship to the nation originating with the Survey of the Coast," said Captain Steven R. Barnum, director of NOAA Office of Coast Survey, which is one of the four offices that continues to carry out the original agency's mission. "We are honored that our partnership with the Smithsonian Institution has produced this vibrant depiction of our history to help us commemorate this distinguished occasion."

Today, waterborne commerce remains the backbone of the U.S. economy, contributing more than 13 million jobs and \$1 trillion annually. In the past two centuries, the Survey has mapped more than 95,000 miles of coastline, produced more than 20,000 nautical maps and charts, installed more than 6,000 tide stations, helped predict the movement of oil spills, established the Pacific Tsunami Warning System and maintained the national network of more than 1,000 GPS reference sites. Though the methods have changed throughout time, Jefferson's legacy lives on in NOAA's navigation services as they continue to benefit safety, national security and economic competitiveness.

An agency of the U.S. Commerce Department, NOAA is dedicated to enhancing economic security and national safety through the prediction and research of weather and climate-related events and information service delivery for transportation, and by providing environmental stewardship of our nation's coastal and marine resources. Through the emerging Global Earth Observation System of Systems (GEOSS), NOAA is working with its federal partners, more than 60 countries and the European Commission to develop a global monitoring network that is as integrated as the planet it observes, predicts and protects." "From Sea from Sea to Shining Sea" is part of a series of anniversary events sponsored by NOAA. For more information, visit [www.noaa.gov](http://www.noaa.gov) and [www.celebrating200years.noaa.gov](http://www.celebrating200years.noaa.gov).

SITES has been sharing the wealth of Smithsonian collections and research programs with millions of people outside Washington, D.C., for more than 50 years. SITES connects Americans to their shared cultural heritage through a wide range of exhibitions about art, science and history, which are shown wherever people live, work and play. Exhibition descriptions and tour schedules are available at [www.sites.si.edu](http://www.sites.si.edu).

## Press Images & Captions



Unless otherwise noted, all images should be credited "Courtesy NOAA."  
Images may be downloaded from the two sites referenced on page 2.



### *Strawberry Harbor, Straits of Rosario*

James Madison Alden, 1854

Courtesy Burke Museum of Natural History and Culture

Surveyors heave a weighted line to measure the depths of a harbor in this early watercolor.



### Taking Measurements

Working under rugged conditions with only basic tools, early Coast Survey teams laid the foundation of knowledge about the nation's coastlines. In this 1921 photo, surveyors in Southeast Alaska take coastline measurements.



### Alexander Bache

Alexander Bache, the Coast Survey's second superintendent, peers through a sextant, an instrument used to determine location by measuring angular distances to the stars.



### Golden Gate Bridge with Cranes

Golden Gate Bridge with Cranes

Courtesy 111th Aerial Photography Squadron

With little room to spare, a shipload of cranes passes under San Francisco's Golden Gate Bridge. A nearby tide gauge provides real-time readings to ship captains so they know when it's safe to pass.



### Katrina Aftermath

NOAA's National Geodetic Survey collected aerial images of Katrina's destruction, providing emergency responders critical information in affected areas. This image shows shipping vessels stranded in Empire, La.

# Programming

The following information is provided to assist in enhancing the educational mission of *From Sea to Shining Sea*. We hope this material will inform your institution's educational initiatives, public programs, handouts, etc.

## Local Speakers with NOAA and Coast Survey Experience.

Your best source of NOAA speakers and regional information is your NOAA Regional Coordinator, listed below. (Note that New York, Pennsylvania, and Florida fall into two regions.)

### Alaska Region

(AK)

*David Zezula*

NOAA, National Ocean Service  
Anchorage, AK  
907.786.7004  
David.J.Zezula@noaa.gov

### Central Region

(AR, CO, IA, KS, KY, MO, ND, NE,  
OK, SD, TN, WV, WY)

*Michael Hudson*

NOAA, National Weather Service  
Kansas City, MO  
816.268.3132  
Michael.Hudson@noaa.gov

### Great Lakes Region

(IL, IN, MI, MN, NY, OH, PA, WI)

*Brian Link*

NOAA, National Ocean Service  
Muskegon, MI  
231.759.1252  
Brian.Link@noaa.gov

### Gulf of Mexico Region

(AL, FL, LA, MI, TX)

*Tim Osborn*

NOAA, National Ocean Service  
Lafayette, LA  
337.291.2111  
Tim.Osborn@noaa.gov

### North Atlantic Region

(CT, DE, MA, MD, ME, NH, NJ,  
NY, PA, RI, VA, VT)

*Jennifer Costanza*

NOAA, National Marine Fisheries  
Gloucester, MA  
978.281.9388  
Jennifer.Costanza@noaa.gov

### Pacific Islands Region

(GU, HI)

*Delores Clark*

Delores.Clark@noaa.gov  
NOAA, National Ocean Service  
808.532.6411  
Honolulu, HI

### South Atlantic Region

(FL, GA, NC, SC)

*Steven O'Shields*

NOAA National Ocean Service  
Charleston, SC  
843.740.1242  
Steven.O'Shields@noaa.gov

### Western Region

(AZ, CA, ID, MT, NM, NV, OR, UT, WA)

*Claudia Cox*

NOAA, National Weather Service  
Salt Lake City, UT  
801.524.6295  
Claudia.Cox@noaa.gov

## Making the Local Connection.

While *From Sea to Shining Sea* will provide your visitors a thorough introduction to the work of the Coast Survey, the 20 posters obviously cannot touch on the experiences of every region of the country. That's where you come in. While each collection is different, it is likely that you have early maps and charts of your community and possibly even surveying equipment, boats, or boat models that you can share with your visitors.

If your institution doesn't hold such materials, contact your county surveyor's office or local maritime association to see if you may borrow or reproduce early surveys of your area. Or purchase charts of your local waterways from a local nautical chart agent to give the exhibit a local flavor. To find a local chart agent, visit <http://www.naco.faa.gov/Agents.asp>. To find available charts of your area visit, <http://nauticalcharts.noaa.gov/mcd/ccatalogs.htm>.

- ▣ Contact the NOAA Regional Coordinator and ask for a NOAA expert to give a presentation on a local ocean or atmospheric issue.
- ▣ Many organizations are looking for places to hold navigation and boating safety classes. Yours might be just the space they need. Invite local boating safety organizations to speak on interpreting charts or other relevant topics.
- ▣ Members of the military, Coast Survey, and merchant marines are scattered across our country. Solicit their memories and materials related to the challenges and hazards of life at sea. Check with your local VFW and American Legion posts for ideas.
- ▣ Contact a local surveying or ocean mapping company and ask its staff to give a presentation on the tools and techniques used in modern surveying.

## NOAA Websites.

Your best resource for information, additional downloadable materials, and support about celebrating the 200th anniversary of the Coast Survey and NOAA's 200 years of science, service, and stewardship can be found at <http://celebrating200years.noaa.gov/>.

You'll find a Coast Survey/NOAA historical timeline at <http://www.history.noaa.gov/legacy/time1800.html>. Spanning 1807 to 2000, the timeline notes the Survey's greatest leaders and best-known contributors, its numerous technological and scientific accomplishments, and how the agency has changed over the past 200 years.

Visit <http://oceanservice.noaa.gov/education> and <http://celebrating200years.noaa.gov/education.html> to find a variety of education materials, activities, and ideas that you can put to use in your organization and community. Click on "Discovery Classroom" for a collection of formal lesson plans based on the major thematic areas of the National Ocean Service (NOS). All of the lessons emphasize hands-on activities using online data resources and are correlated to National Science Education Standards and the American Association for the Advancement of Science Benchmarks for Science Literacy. Click on "*Discovery Classroom*" for

a collection of formal lesson plans based on the major thematic areas of the National Ocean Service (NOS). All of the lessons emphasize hands-on activities using online data resources and are correlated to National Science Education Standards and the American Association for the Advancement of Science Benchmarks for Science Literacy.

# Exhibitor Feedback Report

*From Sea to Shining Sea: 200 Years of Charting America's Coasts*

To help SITES better serve you, we ask that you complete and return this form by September 1, 2007. Your feedback is critical to the success of future projects. Thank you in advance for your time.

Please return this form and any enclosures to:

Smithsonian Institution Traveling Exhibition Service  
Attention: Jennifer Bine  
PO Box 37012, MRC 941 Washington, DC 20013-7012

Name of Host Facility \_\_\_\_\_

City, State \_\_\_\_\_

Contact Name and Title \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

Phone number \_\_\_\_\_

Opening Date \_\_\_\_\_

Closing Date \_\_\_\_\_

How did you mount and display the posters? \_\_\_\_\_

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How many people do you estimate saw the posters? \_\_\_\_\_

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How did you promote and/or advertise the poster exhibit?

(Please attach copies of any print advertisements or press clippings.)

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Did you host any special programs or events related to the posters?

Please describe. (Please include or send photographs.)

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The National Oceanic and Atmospheric Administration is dedicated to enhancing economic security and national safety through the prediction and research of weather and climate-related events and information service delivery for transportation, and by providing environmental stewardship of our nation's coastal and marine resources. Through the emerging Global Earth Observation System of Systems (GEOSS), NOAA is working with its federal partners, more than 60 countries, and the European Commission to develop a global monitoring network that is as integrated as the planet it observes, predicts, and protects. [www.noaa.gov](http://www.noaa.gov)



## Smithsonian Institution Traveling Exhibition Service

SITES has been sharing the wealth of Smithsonian collections and research programs with millions of people outside Washington, DC, for more than 50 years. SITES connects Americans to their shared cultural heritage through a wide range of exhibitions about art, science, and history, which are shown wherever people live, work and play. [www.sites.si.edu](http://www.sites.si.edu)

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