

FATE OF THE OCEAN

Presented on February 28th, 2006

Phillip Smith & Matt Thompson

THE CHALLENGE

- Long stories are challenging to read online
- The issues are complex
- There are many ways that people can get involved in the issues
- Issue-exhaustion and/or overload
- Making this content Web-friendly
- Engaging people in a new way

THE OPPORTUNITY

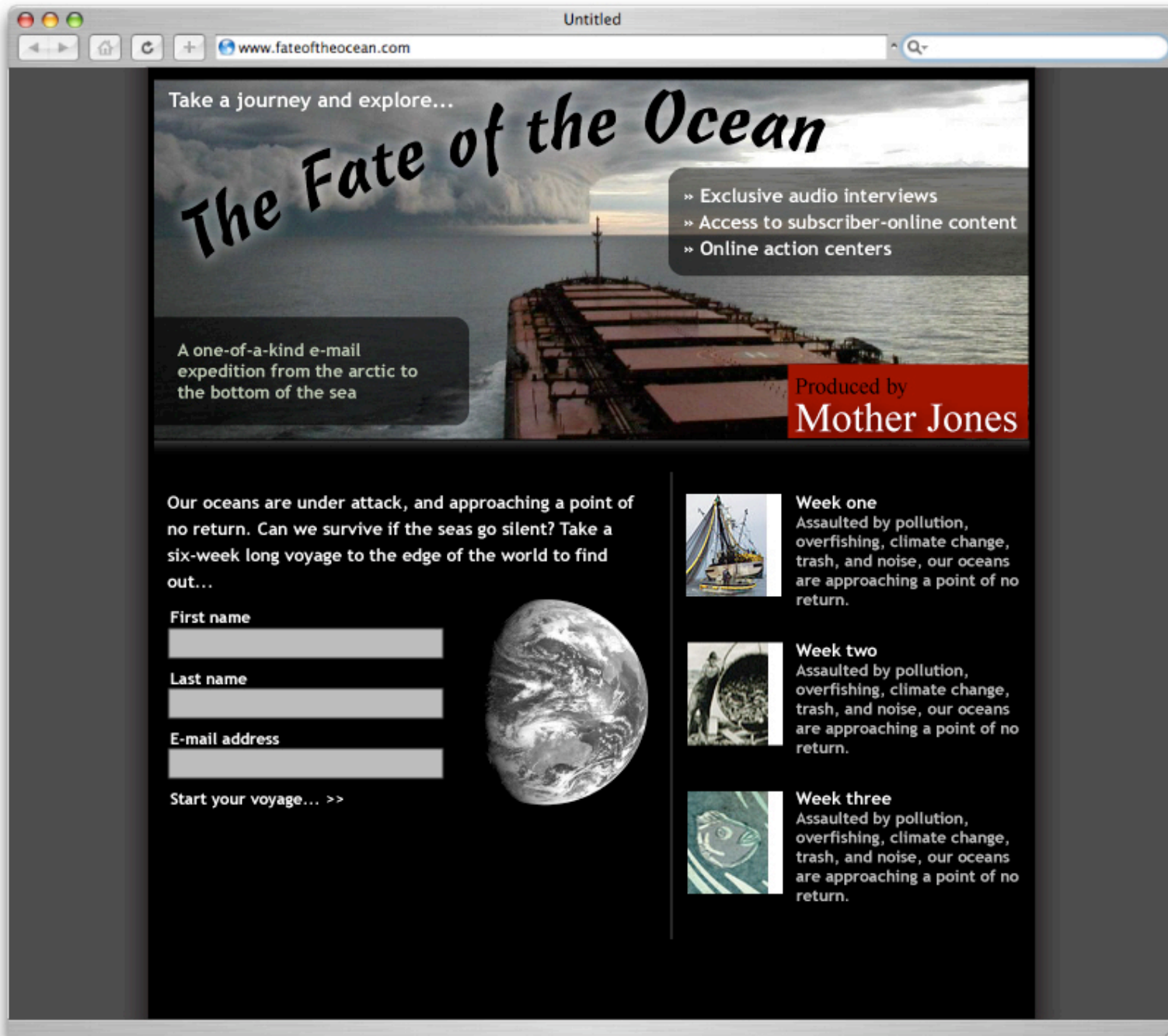
- Re-package existing content for maximum impact
- Produce some “exclusive” content at a low cost
- Break down the stories into digestible chunks and give people time to digest
- Engage people in a new/novel way

EPISODIC EXPERIENCE

- People are attracted to storytelling, so...
- Produce a microsite that expands on a theme that emerges from the issue, e.g.,
 - Voyage
 - Journey
 - Expedition
 - Twenty thousand leagues under the sea
 - Old man and the sea, etc.

MICROSITE FRONT PAGE

- **High-impact:** strong visuals to set the stage for the story
- **Value-add:** provides several reasons for signing-up
- **Trust:** explains the process clearly (one e-mail a week for six weeks)
- **Focused:** only one thing a person can do -- sign-up!

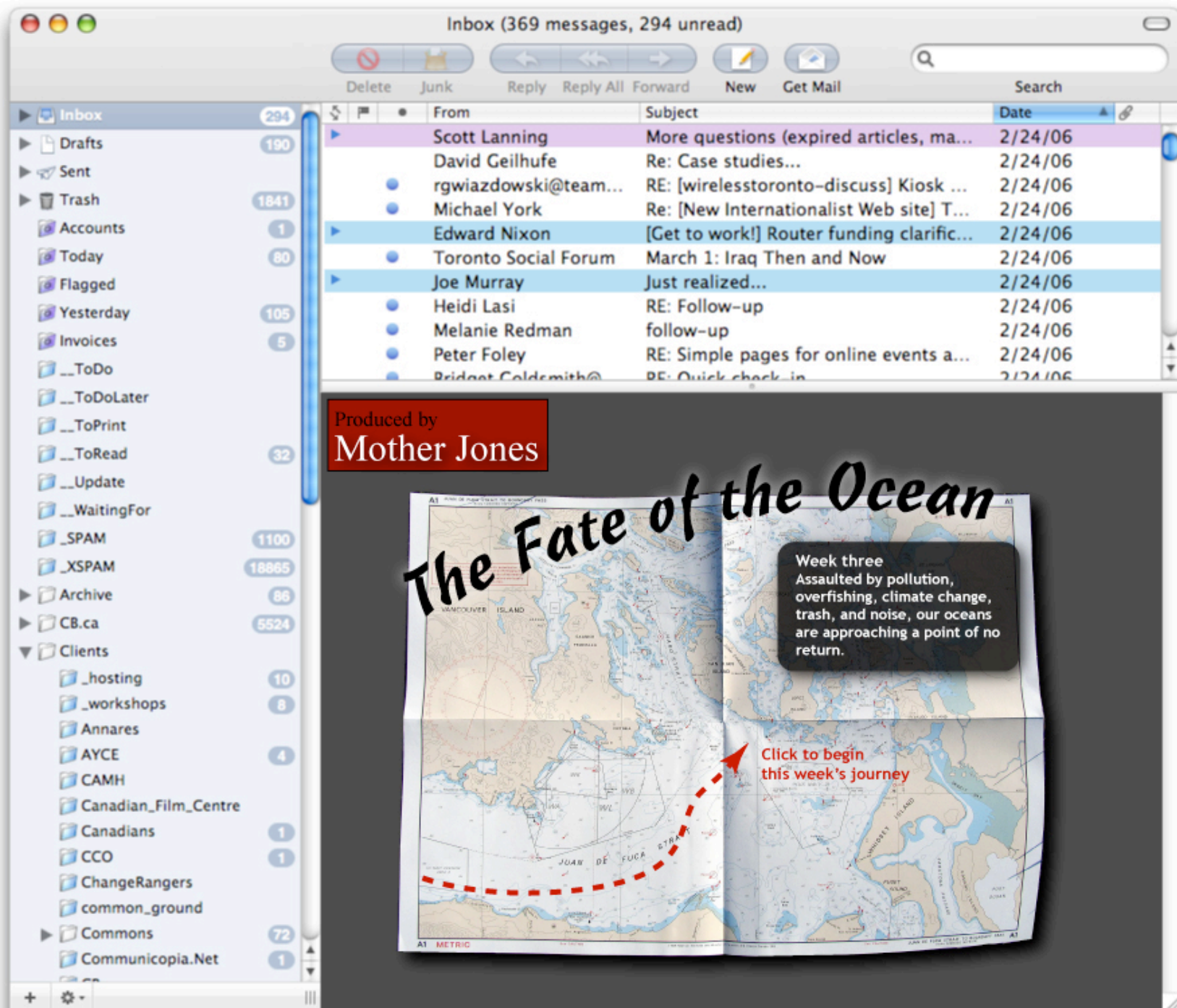


SEQUENTIAL AUTO-RESPONDERS

- The magic ingredient
- E-mail messages are created and loaded in advance
- Timing is set, e.g., send message #1 after 7 days, send message #2 after 14, etc.
- Automated and perpetual
- No maintenance needed

THE E-MAIL SEQUENCE

- Immediately after subscribing, the episode #1 e-mail is sent to the subscriber
- A week later, another HTML e-mail is received, leading the subscriber to episode #2
- And so on...



THE EPISODE PAGE

- Each HTML e-mail provides a map and a link to that week's episode online
- Each episode presents *existing* MoJo content in digestible chunks
- Low-cost exclusive content could also be added
- **Focus:** Invite a friend or take action

Untitled

www.fateoftheocean.com

Take a journey and explore...

The Fate of the Ocean


Produced by
Mother Jones

Week three

The Catch


What happens when industry insiders write their own regulations? Welcome to the fishing business.

By Michael W. Robbins
Photo: Greenpeace/Roger Grace



OUT ON THE OPEN ATLANTIC, the approach of darkness brings no end to work on a lone fishing boat that hauls in multiple catches a day, 24 hours a day, from the Georges Bank shoals. Isabel S. is not one of those wooden Winslow Homer dories manned by yellow-slickered oarsmen. It's a 95-foot steel-hulled trawler, powered by a 1,000-horsepower Caterpillar diesel V-8 engine and manned by a crew of five men—captain, mate, engineer, cook, and deckhand—who work in shifts around the clock for as long as they are fishing, usually for a week at a time. The boat's hold can carry 180,000 pounds of fish layered in crushed ice, though owner Robert Lane says he rarely carries more than half that.

The weather on the North Atlantic in February ranges from uncomfortable to hostile, with air temperatures in the 20s and



Exclusive interview
Julia Whitty

» Listen to the audio

» See the slide show

» Take the quiz

Don't travel alone

Invite your friends along

Your name

Your friend's name


Your friends e-mail address

Send the invitation... >>

Visit this week's
OCEAN ACTION CENTRE

Coming

Next week...



Week four
Assaulted by pollution, overfishing, climate change, trash, and noise, our oceans are approaching a point of no

DON'T TRAVEL ALONE

- Each episode page would encourage two further steps...
- Inviting a friend along for the ride, which would send an introductory HTML e-mail to the recipients
- **Recipients would be directed to the FRONT PAGE of the experience!**
(and would start at the beginning)

THIS WEEK'S ACTION CENTER

- Each episode would encourage the reader to take further action on the issue
- Each action center would be sponsored by an appropriate partner group
- The action page would simply re-present or re-package their existing content



THE FINAL WORD

- Last message from the sequential auto-responder would focus on:
 - Subscribing to Mother Jones
 - Buying the issue (special offer w/ sub)
 - Buying a PDF of the issue (experiment)
 - Joining the MoJo e-mail list
 - An interactive piece (blog, ship's log, etc.)

POSITIVE IMPACTS

- Long life, but low cost and low maintenance
- Can be leveraged by partner organizations to encourage more action on the issues
- Can be used as a teaching aid
- Viral-friendly
- List can be activated again and again

GET THE WORD OUT

- Special blast to existing MoJo list
- Ask partner organizations to promote via e-mail and via banner/link
- Partner with green sites (e.g., Grist)
- Offer an exclusive conference call interview to A-list bloggers
- Web ad campaign

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