

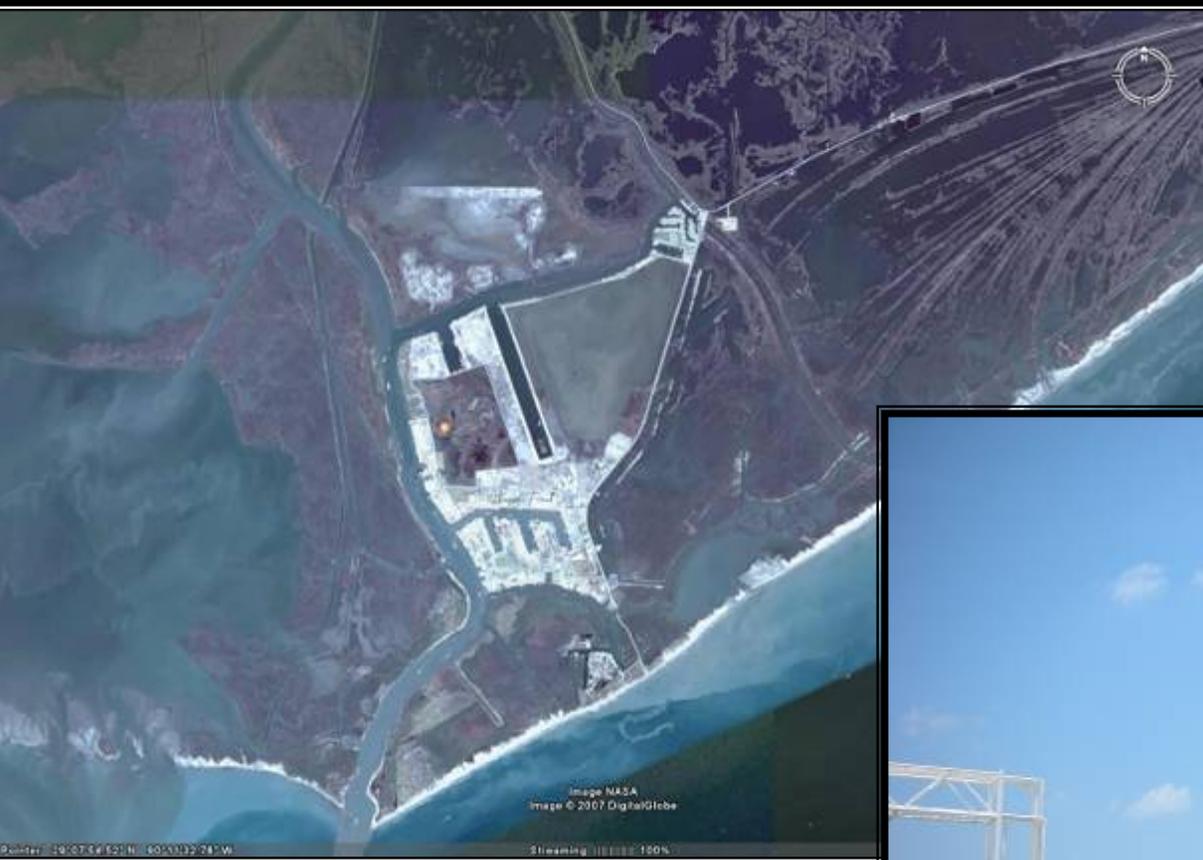
# *Lights, Camera ... Shipwreck?!*

## **Multimedia at 4,000 Feet**



*©2007 Kimberly Eslinger & Rick Allen*

# *Port Fourchon, Louisiana*



# Why Involve the Media?

1. No public outreach = a public ignorant of our existence & no funding
2. The public believes archaeology equals treasure hunting
3. Chance to tailor YOUR message



# Other Outreach



**DEEP GULF SHIPWRECKS OF WORLD WAR II PARTNERS FOR SCIENCE & HISTORY**

**New! Deep Wrecks Project Final Report**

**New! MP4 Video Podcasts**

<a href="#">Mission Overview (11:07)</a>	<a href="#">The Virginia and the Halo (6:17)</a>	<a href="#">The U-166 and the Robert E. Lee (6:48)</a>	<a href="#">The Gulfport and the Alcoa Puritan (7:07)</a>
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**New! Deep Wrecks Media Project Wins Award!**

**U-166 Bow Mosaic!**

**Deep Wrecks Team Completes Mission**

Website Navigation  
 Google  
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 WWW Deep Wrecks

Introduction  
 Daily Updates  
 July 30 Aug 7  
 July 31 Aug 8  
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 Aug 2 Aug 10  
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Video Updates  
 Aug 2 Aug 10  
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**Exhibit**

ABOUT US | EXHIBITS | AFFILIATES | HELP | HOME

**Queen Anne's Revenge**  
 Underwater Video from the Shipwreck

**View**  
 Access the video archives [below](#).

**Resources**  
 On the Web from QAR  
 † [Queen Anne's Revenge Project](#)



**EstuaryLIVE**  
 EstuaryLIVE is changing! Watch this space for information about new and exciting electronic fieldtrips in 2008 and beyond.

Join us for EstuaryLIVE 2007 celebrating NOAA in the Carolinas

**NOAA in the Carolinas**  
 National Oceanic and Atmospheric Administration

**FALL 2007 VIDEOS ARE UP!**

Five FALL 2007 Archived Videos [\(requires Real Player\)](#)

<a href="#">NOAA in the Carolinas/NEREG Intro</a>	<a href="#">Estuary Basics 2</a>
<a href="#">EstuaryLIVE - Behind the Scenes</a>	<a href="#">NEREG Research and SRMP</a>
<a href="#">Estuary Basics 1</a>	<a href="#">Red Drum Research</a>
<a href="#">Tides</a>	<a href="#">Tour of Research Vessel "Patuxent"</a>
<a href="#">Coastal Features - Shores</a>	<a href="#">Weather - Hurricanes</a>
<a href="#">Watersheds - Water Quality and Use</a>	<a href="#">History of Port Johnston</a>
<a href="#">Coastal Features - Marshes and Docks</a>	<a href="#">Weather - Lightning/Tornadoes</a>
<a href="#">SOSSE - Oyster Restoration</a>	<a href="#">SERPNI - Phytoplankton Monitoring</a>
<a href="#">Shells and Snails (burlesque)</a>	<a href="#">Invasive Species</a>

Five SPRING 2007 Archived Videos [\(requires Real Player\)](#)

<a href="#">Estuary Basics</a>	<a href="#">South Carolina</a>
<a href="#">Water in the Estuary</a>	<a href="#">Adventures with Dr. Dan</a>
<a href="#">Sea Urchins</a>	<a href="#">Oyster Recocking</a>
<a href="#">Sea Grass</a>	<a href="#">Who is Rachel Carson?</a>
<a href="#">NOAA History Lesson</a>	<a href="#">OWS - Weather Forecasting</a>
<a href="#">Shells</a>	<a href="#">Mussling</a>
<a href="#">Bay Currents</a>	<a href="#">Diversity of Resources</a>
<a href="#">Shellfish and Habitat</a>	<a href="#">NOES</a>
<a href="#">Turtles</a>	<a href="#">Dolphin</a>
<a href="#">Invasive Species Game</a>	<a href="#">Lionfish - Invasive Invader!</a>

**GO ONE**  
 Green



Courtesy: <http://www.pastfoundation.org/DeepWrecks/>

Courtesy: <http://www.estuarylive.org/>

Courtesy: <http://ali.apple.com/events/qar/>

# The Web

## Mardi Gras Shipwreck

An early 19th century vessel off the coast of Louisiana.

Home Crew Partners Artifacts Daily Log  
Research Plan History Pictures Videos Cont

### Welcome Aboard!



The "Mardi Gras Shipwreck" sank some 200 years ago about 35 miles off the coast of Louisiana in the Gulf of Mexico in 4,000 feet (1220 meters) of water. The shipwreck, whose real identity remains a mystery, lay forgotten at the bottom of the sea until it was discovered in 2002 by an oilfield inspection crew for the Okeanos Gas Gathering Company (OGGC). The crew was using video cameras mounted on a remotely operated vehicle (ROV) to inspect the route of the Mardi Gras Gas Transmission System, the highest capacity deepwater pipeline system ever built. Until further research and study can identify the name and history of the vessel, it remains known simply as the "Mardi Gras Wreck" after the pipeline where it was found.

In May 2007, an expedition, led by Texas A&M University and funded by OGGC under an agreement with the Minerals Management Service, will be launched to undertake the deepest scientific archaeological excavation ever attempted in the Gulf of Mexico. The team will study the site on the seafloor and recover artifacts for eventual display in the Louisiana State Museum for the benefit of the public. The team is invited to follow the archaeologists, oceanographers, engineers, students, ROV pilots, and ship's crew as they explore this 200-year old time capsule 4,000 feet beneath the surface of the Gulf of Mexico.



The Museum of Underwater Archaeology

Home Exhibits Project Journals In The Field Blog News

## MYSTERY MARDI GRAS SHIPWRECK

Freelance producer and director Rick Allen of Nautilus Productions contacted the MUA about their recently completed documentary on a shipwreck discovered in 4000 feet of water in the Gulf of Mexico. The project documents the efforts of a team of scientists from numerous organizations such as Texas A&M University, the U.S. Minerals Management Service, the Florida Public Archaeology Network, and others. Little was known about the wreck, given the working name Mardi Gras, but the team endeavored to discover information about the vessel's identity, its occupation, and its crew.

Nautilus Productions completed the documentary in summer 2008 and has provided us with a twelve minute preview which can be viewed below.



### Explore the MUA

BY SEARCH

Google Custom Search

Search

BY MAP



BY CONTENT

Time Period?  All  
 18th Century  
 19th Century  
 20th Century

### Other Resources

TEACHING KIT

WORLDWIDE SITE MAP

LINKS

U OF RHODE ISLAND

# Why choose a documentary for Outreach?

- *Global reach*

*Broadcast*

*DVD*

*Public viewing*

*Internet*

- *Scalable*

*Education*

*Internet*

*Multiple versions*



Courtesy; <http://www.flpublicarchaeology.org/mardigras/artifacts/glass/>

# *Key Questions to Answer*

- 1. What is the goal of the collaboration?*
- 2. What is the story & who is your audience?*
- 3. What is the “treasure”?*
- 4. Personalities?*

# The Difficulties

1. **Television issues**
2. **Archaeological issues**
3. **Personnel issues**
4. **Technical difficulties**



# *Proper Planning Prevents Poor Performance:*

- *Pre-project planning*
- *“No closed doors”*
- *Lights, camera, ROV*
- *Communication*
- *Flexibility*



# *What You Should Know*

- *The video is part of the field notes*
- *Video rights, web issues & copyright*
- *Difficulties selling a documentary*
- *Right crew for the right location*
- *Funding limits*
- *Concerns and creativity*



# *Did it work?*

*52-min. documentary*

*12-min. web version*

*Shorts for FPAN website*

[www.flpublicarchaeology.org/mardigras](http://www.flpublicarchaeology.org/mardigras)

*Hosted on MUA*

[www.uri.edu/mua](http://www.uri.edu/mua)

*Part of Smithsonian Sant*

*Ocean Hall Exhibit*

*Public viewing at LSM & during  
Louisiana Archaeology Week*

*Global distribution*

