

## Arctic Mission: The Cyberdocumentary



[www.arcticmission.tv](http://www.arcticmission.tv)

**Introduction:** In 2002, the *Sedna IV* schooner completed a five-month long scientific expedition to the Arctic whose purpose was to study the effects of global warming. A documentary series called *Arctic Mission* was created during the voyage.

*Arctic Mission: The Cyberdocumentary* is a web site that was created by NDi Media as a standalone companion to the television series. The site allows viewers to personally explore the effects of global warming in the Arctic as they take part in a virtual voyage through the legendary Northwest Passage. By having them relive the expedition's most memorable moments, and participate in the diverse online learning experiences, we hoped to spark their interest in the climate changes already affecting the Arctic - and threatening the rest of the world.

**Content:** The site features over 1 hour of video, 14 major animated Flash sequences, 4 interactive maps, 3 educational games including an on-line video editor, 8 Quick-Time VRs and over 160 articles in the media library.

**Target Audience:** Junior High School students (Ages 9-12) to adults.

**Languages:** English and French

**Licensing:** Arctic Mission: The Cyberdocumentary is owned and distributed by NDi Media. The site (or portions of it) has also been licensed to France 5 and the Discovery Channel in the United States

**Teacher's Guide:** The site features a companion Teacher's Guide that meets the Pan-Canadian curriculum requirements for 9-12 year old children.

As a result of a partnership agreement with the National Film Board of Canada, the Teacher's Guide will be featured in their newsletter, which is sent to 10,000 subscribers. A cyber-letter will be sent to all the teachers in the NFB database. A 24" x 36" promotional poster is also available for classroom use

**Awards and Prizes:** Arctic Mission has received recognition from a number of important organizations.

- **Gemeaux Award**, Best Web Site
- **Prix Boomerang Special Mention**, Best Use of Flash
- **Prix Mobius International**, Nomination as Canadian representative

### EXPO 2005

Arctic Mission and NDi Media will be a centerpiece of Heritage Canada's "Virtual Canada" which will be a highlight of the Canadian participation at the Tokyo 2005 International Exposition.

**Broadcasters:** Canadian Broadcasting Corporation (English / French); Discovery HD (US); France 5