



Communicating Byte by Delicious Byte

You can never replace the power or feeling of a physical visit to a national park. The overwhelming cultural identifications and experiences of a sacred site or a tragic battlefield, the smells of sulfur or 'ōhi'a trees at day break, the song of the Micronesian honeyeater, or the vibrant colors of the giant clam cannot be truly experienced without a visit. Not everyone has the luxury to expose themselves to these places first hand. However, stories can be told and nature can be shared in many ways.

The internet dramatically changed the way we communicate nearly 20 years ago. Information now travels at the speed of light (or molasses, depending on your connection). Today, many people communicate in sound bites, headlines, and Tweets™ in a fast-paced competition for an individual's attention. These condensed bursts of information have the capacity to reach far beyond the traditional audiences often targeted by National Park Service communications. The National Park Service contributes to the narratives of the wonderfully rich, historically important, and beautiful places that we are charged with protecting, understanding, and interpreting. As we become more accustomed to the relevance of modern media, we must adapt or risk losing out on thousands of natural and cultural resources connections with the public.

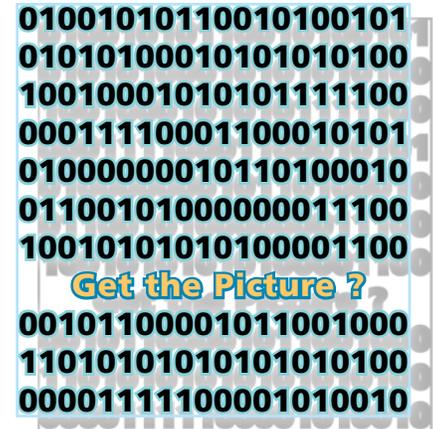
The Pacific Island Network does not want to miss these connections. We have enhanced our website with educational monitoring videos, engaged with social networking, and distribute materials on a regular blog and through iTunes™. Perhaps the most exciting new outreach project that we are in the process of developing is an interactive and educational coral reef web product for seventh graders to use in the classroom. (More on that project as information becomes available.)

Many of the national park units in the

Pacific islands have launched modern technology-based outreach initiatives of their own, with dramatic success. For example, Hawai'i Volcanoes National Park podcasts have remained in the top 25 most popular iTunes™ podcasts within the *Government & Organizations* category for well over a year. Several parks including Pu'ukoholā Heiau NHS now offer guided tours through the historic site accessible through your cell phone. Six parks are even on Twitter™. These are just a sample of the many tech savvy programs that national parks are embracing in the Pacific islands. If you can, come and visit a park, but if that is not possible, then download a few bytes

and bring the experience to yourself.

— C. Nash, Science Communications



Follow the links below to see what you've been missing

Monitoring Videos — Travel to the field with National Park Service scientists as they collect data on unique Pacific island resources.
http://science.nature.nps.gov/im/units/pacn/outreach/vs_videos.cfm

Pacific Island Parks Blog — Catch daily park stories and news from across the network, or better yet subscribe to the RSS feed to receive updates directly.
<http://pacificislandparks.com/>

Cell Phone Tours, Podcasts, Webcams, and Social Networking

Pu'ukoholā Heiau National Historic Site

<http://www.nps.gov/puhe/photosmultimedia/index.htm>

Hawai'i Volcanoes National Park

<http://www.nps.gov/havo/photosmultimedia/index.htm>

World War II Valor in the Pacific National Monument

<http://www.nps.gov/valr/photosmultimedia/multimedia.htm>

Haleakalā National Park

<http://www.nps.gov/hale/photosmultimedia/index.htm>

National Park of American Samoa

<http://www.nps.gov/npsa/naturescience>