

# **A multimedia concept covering the Norwegian/American traverse going from Troll to the South Pole.**

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## **Principal objective**

Through a broad coverage of the Antarctic traverse, NRK wish to give our audience insight and information that will lead to a greater understanding and interest in the climate challenges we face, and to draw attention to the importance of research done in the polar regions.

Sub-goals:

1. To reach a large audience, by offering spectacular and high quality content on the Internet site and in the television series.
2. To make the traverse an event everybody talks about, by highlighting the right activities, and by showing several aspects of the expedition.
3. To catch our audiences attention regarding climate change, by showing exciting research activity and good interviews - on several media platforms.

## **Project summary**

NRK has been invited to join the Norwegian/American Antarctic traverse the first 2-3 weeks after the departure from Troll. In this invitation, NRK see a unique possibility to make a breathtaking series in NRKs weekly science show, and to draw attention to the importance of climate and polar research, by broadcasting and publishing live reports from the traverse.

In this project NRK will follow the whole process of the traverse. We will produce a series of television stories, and publish video, audio and written reports on a special Internet portal on [www.nrk.no](http://www.nrk.no). We intend to reach out to different kinds of audiences. Trough the Internet we aim at younger audiences and schools.

The series of television stories, featuring the expedition, will be broadcast prime time on NRK, en a science show calles "Schrodingers Katt". Polar history, the people and the activity taking place on the way to the South Pole, will tell the story of important work done under extreme conditions.

There will also be possibilities to report live on the radio from the Antarctic traverse. This will contribute to increase the awareness of the expedition, the challenges we face and help direct our audience to the television-documentary, and the Internet site.