

# Susan E. Poulton

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## PROFESSIONAL EXPERIENCE

### **Ocean Discovery League**

**Vice President, Strategy & Communications**  
(2022-Present)

- Provide strategic planning and executive support for Ocean Discovery League (ODL). Assist with development and execution of the ODL strategic master plan and refining and shaping ODL strategic objectives and success metrics.
- Provide grant writing, fundraising, and reporting support including authoring and/or co-authoring grants, creation of pitches for industry and corporate giving, and work to develop our individual giving program.
- Assist in the development and execution of ODL's data accessibility and digital initiatives.
- Assist with the development and execution of the Global Deep Sea Exploration Goals, including strategic planning and execution of front-end outreach platforms.
- Assist with the strategic planning of ODL's low-cost technology strategies including product requirements gathering, business planning, and long-term sustainability and manufacturing initiatives.
- Assist with strategic development of ODL's capacity building programs including preparation of training curriculum and materials.
- Support ODL with communications expertise, including digital media, public relations, and educational outreach.
- Lead project and product management of data accessibility and artificial intelligence products, including the FathomNet project.

### **The Franklin Institute**

**Chief Digital Officer & Senior Vice President**  
(2015-2018)

- Conceived and developed a comprehensive digital strategy for the 8<sup>th</sup> largest science museum in the country and the largest museum in PA, DE, and NJ with 800,000+ annual visitors. This strategy included website, social media, mobile app, virtual reality (VR), augmented reality (AR), and artificial intelligence applications and focused on the creation of science content for a global adult audience to support the educational mission of the museum and build audience nationally and globally.
- Launched the largest virtual reality experience ever presented at a museum. Over 180,000 visitors experienced VR on the floor of the museum in 18 months with 61% stating it was their first time trying this technology.
- Grew social media audience by over 1000%, including Facebook growth from 51K followers to 623K followers in 24 months, positioning the Franklin Institute as the 9<sup>th</sup> largest museum in the world on Facebook.
- Grew total online audience reach by 2000% to reach 2.2 million people per week compared to 800,000+ annual visitors to the museum.
- Launched Science Stories, both a curated and user generated video and audio series interviewing scientists and the general public about the emotional side of science and discovery (fi.edu/sciencestories).
- Created digital science news articles, blogs, and content to further digital audience engagement and create avenues for engagement with broad-based national and international audiences.
- Designed and launched a geo-fenced mobile app with virtual reality content library, white label augmented reality experiences, artificial intelligence chatbots, 3D indoor wayfinding, and membership & customer service integration. Paired the mobile app

with the distribution of 10,000 Google Cardboard VR devices to visitors and classrooms.

- Oversaw the development of interactive exhibition experiences including augmented reality Terracotta Warriors and the Empty Glass Case.
- Managed the day-to-day website and social media development and content teams.
- Secured \$900,000 in foundation grants over 24 months to fund new digital experiences and advancement.

**Door 44 Digital**  
President & Founder  
(2013-Present)

- President and founder of digital strategy consulting firm Door 44 Digital specializing in digital and content strategies and consumer experiences for multiple platforms including web, mobile, social media, and press.
- Managed digital content, social media strategy, and external media relations for Dr. Robert Ballard's Ocean Exploration Trust (OET) and the Exploration Vessel (E/V) Nautilus, implementing tactics for ocean science communication and storytelling. Developed and implemented strategic communications plan in 2014 resulting in 750 media placements for research and exploration initiatives and discoveries including CNN, National Geographic, FOX, BBC, The Atlantic, Scientific American, and more. Increased www.nautiluslive.org website traffic by 200% to 2.5 million page views, increased Facebook and Twitter audiences by 150% and increased YouTube video views from 48K to 5.1MM in two months.
- Other consulting clients and projects include: Living Beyond Breast Cancer (LBBC), The Robot Garage, Architectural Designs, Global Nomads Group, Adventure Scientists, QCatalyst, The Flying Classroom (Social media and digital marketing for STEM-based education expedition to 16 countries); National Geographic Books, Rowan Technology Solutions (Content strategy and audience assessment for West Point History of Warfare eBook), Corporate Executive Board (CEB), Experience Aviation, SOIL Haiti, Aquent, Chamber Magic, Explore Mars, Inc., and The Gates Foundation.
- Led digital and social media strategic planning workshops, training, and mentoring specializing in science communication and online journalism.

**Freelance  
Photographer**  
(2006-Present)

- Freelance photographer for expeditions, field work, and events.
- See Photography Publications and Media for portfolio and publication highlights.

**National Geographic  
Society**  
Vice President,  
Digital Media  
(2007-2013)  
Director,  
Feature Programming  
(2006- 2007)

- Oversaw content strategy and editorial production for National Geographic Digital Media reaching 20MM monthly unique visitors and 3.5 billion page views annually.
- Grew nationalgeographic.com's audience by over 900% through the creation of core content areas and increasing production of timely content and breaking news stories.
- Managed the digital experiences for all internal National Geographic divisions including Films, Television, Book, Museum, Events & Exhibits, Development Office, and supported National Geographic Channel digital efforts.
- Worked with National Geographic Magazine team to develop organizational and content strategies to integrate print and digital offerings.
- Created web-based and social media campaigns to meet metric driven mission-targeted strategies for various non-profit initiatives within the Society, including Big Cats, Freshwater, and Ocean campaigns.
- Developed and launched award-winning digital and crowdsourcing experiences including The Genographic Project, the Search for Genghis Khan's Tomb, and James Cameron's DeepSea Challenge.
- Led digital journalism and social media and traditional media training for explorers, scientists, and other members of the Society to improve field reporting.
- Established and negotiated distribution partnerships with external organizations and news platforms to create a distributed audience and acquire new users to NG.com.
- Managed teams ranging in size from 8-35 directors and content production staff.

## America Online

Director,  
Content Development  
(2004-2006)

- As part of the AOL Content & Editorial team, was responsible for editorial and production for high profile AOL events and experiences across multiple category verticals, including entertainment, science, finance, and health.
- Assisted with the launch of entertainment news venture TMZ, including web site strategy and the establishment of workflow and publishing processes.
- Location produced AOL's multi-camera angle coverage of the Space Shuttle Return to Flight, resulting in the third largest streaming event in AOL history.
- Produced three European sites for the Live 8 global concert, live and on demand.

Senior Manager  
AOL Entertainment

- Revamped AOL's celebrity and expert interview format to transition from a live to an on-demand experience, increasing audience and reducing event production costs.
- Developed, monetized, and marketed new Entertainment Channel features and series including Celeb Candid (photos taken by celebrities).
- Supported key AOL partnerships and celebrity content integration with various charities including Rock the Vote and DATA (Debt, AIDS, Trade, Africa).
- Produced and developed AOL's XPrize coverage resulting in an exclusive multi-camera angle presentation of the historic space launches and the largest on demand video experience on AOL at that time.

Product Manager AOL  
Community  
(2000-2004)

- Managed the strategy for AOL's editorial polling product in the Community Products group, including new product features, sales strategy and content integration.
- Grew AOL polling traffic from a 40K pageview per month product to a service-wide staple producing 40MM pageviews per month in three months.

Producer  
AOL Live  
(1997-2000)

- Produced both online and location live interactive chat and video events, including breaking news, political coverage, and entertainment. Hosted, booked, and produced over 1,000 interviews over four years. Designed experiences for the first live online interactions for crisis events, including the events of 9/11, Elian Gonzalez riots in Miami (2000), Columbine school shootings (1999), Kosovo War coverage (1999), and election coverage in 2000 and 2004.
- Conceived of and launched live event enhancements including companion webcam, streaming video and audio, and instant polling to experiment with live audience retention and behavior thresholds.

## PUBLICATIONS

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### PEER-REVIEWED PUBLICATIONS

KLC Bell, KN Johannes, BRC Kennedy, **SE Poulton**. 2025. How little we've seen: A visual coverage estimate of the deep seafloor. *Sci. Adv.* 11, eadp8602(2025). DOI:10.1126/sciadv.adp8602

KN Johannes, **SE Poulton**, BRC Kennedy, KLC Bell. April 2026. The Global Deep Sea Exploration Goals: A representative approach to visually observing the deep seafloor. *Sci. Adv.* DOI:

JA Sandoval, D Novy, D Puzzuoli, A Schoenwiesner, JS Chow, **S Poulton**, KLC Bell. In review. A Modular Approach to Instrumentation for Accessible Ocean Observation. *Nature Scientific Reports*.

KLC Bell, M Quinzin, D Amon, **S Poulton**, A Hope, O Sarti, TE Canete, AM Smith, H Baldwin, DM Lira, S Cambronero-Solano, T-R Chung, B Brady. 2023. Exposing Inequities in Deep-Sea Exploration and Research: Results of the 2022 Global Deep-Sea Capacity Assessment. *Front. Mar. Sci.* doi: 10.3389/fmars.2023.1217227

A Crosby, EC Orenstein, **SE Poulton**, KLC Bell, B Woodward, H Ruhl, K Katija, AG Forbes. 2023. Designing Ocean Vision AI: An Investigation of Community Needs for Imaging-based Ocean Conservation. CHI '23: Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems. April 2023. Article No.: 535, Pages 1 - 16.

<https://doi.org/10.1145/3544548.3580886>

Fundis, Allison, Megan Cook, Katherine Sutton, Scott Munro, Daniel Larsh, Kelly Moran, Alexandra Witten, Samantha Wishnak, and **Susan Poulton**. "Nautilus Education & Outreach Programs: Igniting Interest and Promoting Literacy in Ocean Exploration and STEM Careers." *Oceanography* 30, no. 1 (2017): 18–23. <https://www.jstor.org/stable/27218151>.

Viola, Todd, Alexandra Bell Witten, Patrick Shea, **Susan Poulton**, and Katherine L.C. Bell. "Inspiring the Next Generation Through Real-Time Access to Ocean Exploration." *Oceanography* 25, no. 1 (2012): 20–21. <https://www.jstor.org/stable/27218029>.

Smith, Elizabeth, **Susan Poulton**, and Todd Viola. "THE NAUTILUS LIVE EXPERIENCE." *Oceanography* 27, no. 1 (2014): 18. <https://www.jstor.org/stable/27218077>.

Fundis, Allison, Samuel Garson, Scott Munro, **Susan Poulton**, Todd Viola, and Katherine L.C. Bell. "EDUCATION & OUTREACH: Ocean Exploration as a Platform for STEM Education & Outreach." *Oceanography* 28, no. 1 (2015): 16–23. <https://www.jstor.org/stable/27218105>.

Fundis, Allison, Megan Cook, Samuel Garson, Katherine Sutton, Scott Munro, and **Susan Poulton**. "A Community Approach to STEM Education." *Oceanography* 29, no. 1 (2016): 18–23. <https://www.jstor.org/stable/27218118>.

## REPORTS

Bell, KLC., Quinzin, MC, **SPoulton**, S, Hope, A, & Amon, D. (Eds.). (2022). 2022 Global Deep-Sea Capacity Assessment. Ocean Discovery League, Saunderstown, USA. <http://doi.org/10.21428/cbd17b20.48af7fcb>

## ABSTRACTS & POSTERS

**OSM Poster: Global Deep Sea Exploration Goals**

K Katija, E Corvi, L Carlsen, EC Orenstein, J Daniels, G Shah, G Patterson, KLC Bell, **S Poulton**, A Forbes, H Ruhl, B Woodward. 2024. Ocean Vision AI: Accelerating the processing of ocean visual data. DO23B-06. Ocean Sciences Meeting 2024.

The Ocean Sciences Meeting (OSM) 2016, held in New Orleans, LA, 21-26 February 2016, Session: Education and Outreach / New Advances in Oceanographic Research and Education through Innovative Technologies & Experiences I, id. ED21A-01.

## PHOTOGRAPH PUBLICATION (HIGHLIGHTS)

Poulton, S. (2025, September). [Photograph, p. 107]. 99.999% of the deep sea is a mystery. *National Geographic Magazine*.

Poulton, S. (2023, November). [Photograph, pp. 218–219]. Photo Camp Stories: Our World Through the Lens of Young Photographers [Book]. *National Geographic Society*.

Poulton, S. (2015, June). [Photograph, p. 7]. Fotografie zum Mutmachen. *National Geographic Magazine (German Edition)*.

Poulton, S. (2014, October 8). [Photograph: Lunar eclipse turns moon blood red over Washington, D.C.]. In J. Samenow, *Photos: Lunar eclipse turns moon blood red over Washington, D.C. The Washington Post – Capital Weather Gang*. <https://www.washingtonpost.com/news/capital-weather-gang/wp/2014/10/08/photos-lunar-eclipse-turns-moon-blood-red-over-washington-d-c/>

Poulton, S. (2008). [Digital photograph: Night launch of space shuttle STS-123, Kennedy Space Center, Florida]. In *National Geographic Science Photo Gallery*. National Geographic Website. <https://www.nationalgeographic.com/science/topic/space>

## AUTHORED BLOGS & ARTICLES

Poulton, S. (2018, November 21). *Needle, meet haystack: Searching for the first underwater meteorite. The Franklin Institute Blog*. <https://fi.edu/en/blog/needle-meet-haystack-searching-first-underwater-meteorite>

Poulton, S. (2018, June 25). *When Koko the gorilla chatted online. The Franklin Institute Blog*. <https://fi.edu/en/blog/when-koko-gorilla-chatted-online>

Poulton, S. (2018, February 6). *Falcon Heavy: Why we launch. The Franklin Institute Blog*. <https://fi.edu/en/blog/falcon-heavy-why-we-launch>

Poulton, S. (2015, September 1). *Journey to Titanic: ROV Hercules and the oiling Tiki tradition. Nautilus Live Blog*. <https://nautiluslive.org/blog/2015/09/01/journey-titanic-rov-hercules-oiling-tiki-tradition>

Poulton, S. (2015, April 20). *Career spotlight: How to become an ROV pilot*. *Nautilus Live Blog*. <https://nautiluslive.org/blog/2015/04/20/career-spotlight-how-become-rov-pilot>

Poulton, S. (2015, April 16). *Sperm whale encounter: Experts answer your questions*. *Nautilus Live Blog*. <https://nautiluslive.org/blog/2015/04/16/sperm-whale-encounter-experts-answer-your-questions>

Poulton, S. (2015, April 14). *Remembering Titanic: A sub pilot's story*. *Nautilus Live Blog*. <https://nautiluslive.org/blog/2015/04/14/remembering-titanic-sub-pilots-story>

Poulton, S. (2015, April 13). *Why do bubbles matter?* *Nautilus Live Blog*. <https://nautiluslive.org/blog/2015/04/13/why-do-bubbles-matter>

Poulton, S. (2015, April 10). *2015 season: Return to the origins*. *Nautilus Live Blog*. <https://nautiluslive.org/blog/2015/04/10/2015-season-return-origins>

Poulton, S. (2014, October 5). *"Wrath of Khan" worm found in mussels*. *Nautilus Live Blog*. <https://nautiluslive.org/blog/2014/10/05/wrath-khan-worm-found-mussels>

Poulton, S. (2013, November 12). *Nautilus provides aid to drifting sailboat*. *Nautilus Live Blog*. <https://nautiluslive.org/blog/2013/11/12/nautilus-provides-aid-drifting-sailboat>

Poulton, S. *The True Spirit of the Olympics*. *National Geographic News Blog*. March 2010.

Poulton, S. (2010, February 5). *The space shuttle's last night launch*. *National Geographic Breaking Orbit Blog*. <https://news.nationalgeographic.org/the-space-shuttles-last-night-launch/>

Poulton, S. Regular contributor, *National Geographic Breaking Orbit Blog*. 2006-2011.

## ADVISORY BOARDS & PROFESSIONAL SERVICE

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Vice President, Elfreth's Alley Association Board of Directors, 2021-Present  
FBI Citizens Academy Alumni Group, Advisor, Philadelphia Chapter, 2024-Present  
Online News Association Philadelphia, Local Organizer, 2016-2022  
West Point History of Warfare Advisory Board, 2012-2015  
Gigapan Photographic Advisory Board, 2013-2015  
Associate Member, Webby Awards & Webby Awards Judge, 2008-2013  
National Geographic Expedition Council Grant Committee, 2008 - 2013  
National Geographic Young Explorers Grant Committee, 2008 – 2013  
Smithsonian Ocean Portal Digital Advisory Board, 2009-2010

## PANELS, SPEAKING ENGAGEMENTS, & WORKSHOPS

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- OSM Panels and Speaking 2026
- NAS Speaking December 2025
- OceanQuest Summit, Explorers Club — October 2024
- OceanVisionAI EXPO, Presentation — July 2022
- The Moth Story Slam, World Café Live, Philadelphia — April 1, 2019
- Social Media as a Tool for Change, Southern California Marine Mammals Workshop — 2019
- VR Journalism Workshop, Syracuse University & The Franklin Institute — 2018
- The Moth Story Slam, World Café Live, Philadelphia — 2018
- Philly Tech Week, Virtual Reality in the Community — 2018
- MAVRIC, Mixed/Augmented/Virtual Reality Innovation Conference, University of Maryland — 2018
- Night Skies, Lead Presenter, Why We Explore: Stories from the Field, The Franklin Institute — 2018
- Celebrating Women in Science: A Conversation with Astronaut Soyeon Yi, Franklin Institute Speaker Series — Introduction, March 17, 2018
- Women of Space, The Franklin Institute — Host & Moderator with Joellen McBride and Meredith Drosbeck, March 6, 2018
- Here Be Dragons, MIT Media Lab & National Geographic — Panel Speaker: Changing Minds: Museums and Advanced Technology, Feb 26–27, 2018
- Social Media as a Tool for Change, Southern California Marine Mammals Workshop — 2018
- CCW, Las Vegas — Keynote Speaker, Panel: More Connected. More Digital. More Challenges, June 2017
- MCN2017, Museum Digital Content as Journalism — 2017 link
- Museum Computer Network (MCN) — Museums as Centers of Journalism, 2017
- Mobile Me & You 2017, Session — Mobile Devices and Cultural Institutions link
- Museums & the Web (MW) — What Happened When We Filled Our Museum with Virtual Reality?, 2016–2018

- Association of Science & Technology Centers (ASTC), Panelist — Virtual Reality & Museums, 2016–2018
- Social Media as a Tool for Change, Southern California Marine Mammals Workshop — 2017
- Social Media Day Philadelphia, Speaker — How Museums Need to Think Differently About Social, 2016
- VR2020, Panel Speaker — VR in Cultural Institutions and Education, 2016
- Chief Digital Officer Summit, Panel Speaker — How Non-Profit Chief Digital Officers Can Make Digital Personal, April 27, 2016 link
- National Geographic DC Nerd Night, Presenter — Why We Explore, 2015
- Day of Learning, Presentation — Why We Explore and Sharing the Story of the Journey, September 6, 2014
- Nerd Night DC, Presenter — Two Nerds and a Space Shuttle, April 12, 2014
- Ocean Exploration Trust, Science Communication Workshop — March 2014
- Nautilus Educators Training Workshop, Digital Media Storytelling Workshop & Media Training — May 2013
- Solar System Exploration: 50 Years and Counting, National Geographic Live! — Introduction of Host Bill Nye, October 24, 2012
- Digital Media Storytelling, Nautilus Educators Training Workshop — June 2012
- Storytelling in a Digital World, Banff Mountain Film Festival — Presentation & Workshop, November 2012
- Developing Effective Citizen Science Experiences, Turing Festival, Scotland — Panel & Workshop, September 2012
- Guest Lecturer, Online Journalism and Storytelling, Mobile Strategies, University of Nebraska — 2011–2012
- Pushing the Boundaries of Storytelling: Activating Your Online Project, Banff Film Festival — Panel, November 2011
- DCWEEK 2011, Panel — Media in a Digital World, November 2011
- Communicating in a Digital World, NASA Astrobiology Media Training — NASA Fame Lab Judge, 2011
- Innovator in Residence, University of Nebraska School of Journalism — September 2011
- National Geographic Young Explorers Workshop, Mentor — University of Montana, UC San Diego, University of Virginia
- National Geographic Photo Camp, Photography Mentor & Teaching Assistant — 2006–2015
- Guest Lecturer, American University, College of Journalism — 2007

## ■ HONORS, AWARDS, & FELLOWSHIPS

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2025 Explorers Club Fellow

2020 American Red Cross Southeastern Pennsylvania, Exceptional Volunteer, Disaster Cycle Services, Philadelphia

2017 W3 Awards, Gold Award, The Franklin Institute Science Museum VR App, Mobile Features: Experimental & Innovation

2017 Communicator Awards, Franklin Institute Science VR App, Excellence Award: Features - Integrated Mobile Experience

2017 Communicator Awards, Franklin Institute Website, Excellence Award: Websites - General Education

2017 Interactive Media Awards, Best in Class Award: Museum, The Franklin Institute Mobile App

2017 Interactive Media Awards, Best in Class Award: Science/Technology, The Franklin Institute Mobile App

2016 Webby Award Nominee, Science & Education (Channel), E/V Nautilus: Live Ocean

2013 Webby Award Nominee, Science, The Genographic Project: Geno 2.0

2013 Webby Award Honoree, Science, Nautilus Live

2013 Communicator Awards, Award of Excellence: Events & Animation, James Cameron's DeepSea Challenge

2013 Communicator Awards, Award of Excellence: Science, The Genographic Project: Geno 2.0

2013 Communicator Awards, Award of Excellence: Visual Appeal, "The Genographic Project: Geno 2.0"

2013 Interactive Media Award, Science/Technology, "Best in Class": The Genographic Project: Geno 2.0"

2013 Interactive Media Award, Nonprofit, "Best in Class": The Genographic Project: Geno 2.0

2011 Innovator in Residence, University of Nebraska School of Journalism, September, 2011

2011 Webby Award Honoree, Science, Expedition: Mongolia

2008 Webby Award People's Choice Winner, Best Home Page, National Geographic

2007 Webby Award Nominee, Music, National Geographic World Music

2005 Emmy Award (AOL Team), Live Interactive Experience, Live 8 Global Concerts

## ■ EDUCATION

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B.A in Communication, Virginia Tech. Concentration: Journalism, Minor: Sociology.

B.A in English, Virginia Tech. Minors: Biology, Music.

Community College of Philadelphia Pre-Nursing, 2022-2024.

## **CERTIFICATIONS & LICENSES**

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Wilderness Emergency Medical Technician (WEMT), National Outdoor Leadership School (NOLS), 2019-Present  
Advanced Emergency Media Technician (AMET), 2020-Present, NRAEMT National Registered/Pennsylvania Registered.  
CPR/Basic First Aid, 2018-Present  
PADI Open Water Diver, 2011, Recertification 2019  
GIC iX Innovation Execution Certificate, Stanford Online, 2023  
CPR and First Aid Instructor, American Red Cross, 2020  
Non-Huet Water Survival Certification, Falck, 2013

## **EXPEDITIONS, FIELD WORK, & SHIPBOARD EXPERIENCE**

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My multidisciplinary fieldwork spans ocean exploration, spaceflight documentation, archaeology, photographic training, and independent expeditions. I have served as a communications specialist and expedition strategist on major ocean missions, a producer and photographer for space launch coverage, and a contributor to archaeological and educational initiatives worldwide. Across these endeavors, I focus on combining documentation, innovation, and public engagement.

### **Ocean Expeditions/Shipboard Experience**

#### **2026 – Hawaii DORIS Workshop**

**Institution(s):** Ocean Discovery League

**Dates:** April 6-13, 2026

**Objective:** Field-test prototype low-cost deep-sea exploration technology Deep Ocean Research and Imaging System (DORIS) and train future end-users.

**Role and Results:**

**Dissemination:**

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#### **2023 – Low-Cost Technology Trials, Rhode Island**

**Institution(s):** Ocean Discovery League

**Dates:** September 14, 2023

**Objective:** Field-test prototype low-cost deep-sea exploration technology aboard R/V *Cap'n Bert* in coastal Rhode Island waters.

**Role and Results:** Assisted with deployment and recovery strategies. Photographer and documentarian for technology trials. Photographs from this expedition were published in *National Geographic Magazine* (September 2025).

**Dissemination:** Imagery and documentation distributed through ODL outreach and international publication.

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#### **2023 – OceanX Young Explorer Program**

**Dates:** August 6–20, 2023

**Institution:** OceanX

**Objective:** Provided training and mentorship for young explorers in ocean science and media aboard the *OceanXplorer* on an expedition from Bergen, Norway to Brest, France. Conducted archaeological surveys of two shipwrecks.

**Role and Results:** Instructor for 16 students, mentoring in ocean exploration, communications, and digital storytelling.

**Dissemination:** Results incorporated into OceanX education and digital and social media outreach programming.

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Across multiple expeditions from 2010–2018, served as a Media and Communications specialist for Ocean Exploration Trust (OET) and E/V *Nautilus*, designing and executing a global ocean storytelling strategy.

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#### **2018 – Cascadia Margin & Washington Mapping (NA096)**

**Dates:** June 30 – July 3, 2018

**Institution:** Ocean Exploration Trust (OET)/NASA – Aboard E/V *Nautilus*

**Objective:** Map and characterize Cascadia Subduction Zone margin and Washington coastal areas. Conduct search for the first meteorite recovered from the seafloor.

**Role and Results:** Media and Communications Specialist. Managed live expedition storytelling, outreach, and media. Content disseminated to global audiences via *Nautilus Live*, media outlets, and partner institutions. Assisted with wet lab processes including sample sorting and detection. Provided detailed specimen and expedition support photography.

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#### 2016 – Southern California Margin (NA075)

**Dates:** July 24 – August 12, 2016

**Institution:** Ocean Exploration Trust (OET) – Aboard *E/V Nautilus*

**Objective:** Characterize seafloor habitats and geological features of the Southern California Margin.

**Role and Results:** Managed expedition media communications and public outreach. Produced real-time content for global education and science communication.

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#### 2015 – Galapagos Rift (NA063)

**Dates:** June 18 – 23, 2015

**Institution:** Ocean Exploration Trust (OET) – Aboard *E/V Nautilus*

**Objective:** Study the hydrothermal vent fields of the Galapagos Rift.

**Role and Results:** Managed communications and media strategy. Content distributed via NautilusLive.org, media partners, and classroom outreach.

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#### 2015 Panama Canal Crossing & Transit to the Galapagos (NA060)

**Dates:** May 21 – June 4, 2015

**Institution:** Ocean Exploration Trust (OET) – Aboard *E/V Nautilus*

**Objective:** Document the first transit of *E/V Nautilus* through the Panama Canal including time lapse videos.

**Role and Results:** Managed communications and media strategy, including coverage of first transit of *Nautilus* through the Panama Canal. Content distributed via NautilusLive.org, media partners, and classroom outreach.

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#### 2015 – GISR: Natural Gas Seeps in the Gulf of Mexico (NA056)

**Dates:** April 9 – 21, 2015

**Institution:** Gulf Integrated Spill Research (GISR) Consortium / Ocean Exploration Trust (OET) – Aboard *E/V Nautilus*

**Objective:** Study natural hydrocarbon seeps to better understand baseline processes for oil spill response.

**Role and Results:** Managed expedition media communications and public outreach. Produced real-time content for global education and science communication. Provided strategic advice on expedition planning.

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#### 2014 – Exploring Unknown America (NA044)

**Dates:** July 6 – 14, 2014

**Institution:** Ocean Exploration Trust (OET) – Aboard *E/V Nautilus*

**Objective:** Investigate unexplored regions of the U.S. Exclusive Economic Zone (EEZ), including searching for WWII shipwrecks and identification of one unknown shipwreck.

**Role and Results:** Led external communications and media outreach strategy. Coverage achieved through major outlets including 60 Minutes, CNN, USA Today, and *National Geographic*.

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#### 2014 – Gulf Integrated Spill Research (GISR) (NA046)

**Dates:** July 17 – 25, 2014

**Institution:** GISR Consortium / Ocean Exploration Trust (OET) – Aboard *E/V Nautilus*

**Objective:** Conduct field research on oil spill science in Gulf of Mexico.

**Role and Results:** Managed outreach and communications. Shared results via live ship-to-shore interactions and social media campaigns.

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#### 2013 – Natural Hydrocarbon Detection (ROV/AUV) (NA032)

**Dates:** July 28 – August 12, 2013

**Institution:** Ocean Exploration Trust (OET) – Aboard *E/V Nautilus*

**Objective:** Detect and characterize natural hydrocarbon seepage.

**Role and Results:** Directed communications strategy, producing multimedia content distributed through global education initiatives.

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#### 2013 – Kick'em Jenny & Trinidad Tar Seeps (NA039)

**Dates:** November 1 – 16, 2013

**Institution:** Ocean Exploration Trust (OET) – Aboard *E/V Nautilus*

**Objective:** Detect and characterize natural hydrocarbon seepage and submarine volcano activity.

**Role and Results:** Directed communications strategy, producing multimedia content distributed through global education initiatives.

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## 2012 – Exploring the Southern Black Sea (NA021)

**Dates:** July 12 – 23, 2012

**Institution:** Ocean Exploration Trust (OET) – Aboard *EV Nautilus*

**Objective:** Study submerged cultural heritage sites and geological features of the Black Sea.

**Role and Results:** Media and communications lead, producing live expedition storytelling for international audiences.

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## 2011 – Hellenic Volcanic Arc and Cretan Basin (NA014)

**Dates:** September 1 – 10, 2011

**Institution:** Ocean Exploration Trust (OET) – Aboard *EV Nautilus*

**Objective:** Explore volcanic features and geohazards in the Eastern Mediterranean.

**Role and Results:** Produced outreach materials and assisted with live streaming and campaigns reaching global news outlets and classrooms.

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## 2010 – Kolumbo & Nisyros Volcanoes (NA011)

**Dates:** October 3 – 16, 2010

**Institution:** Ocean Exploration Trust (OET) – Aboard *EV Nautilus*

**Objective:** Investigate active submarine volcanoes in the Aegean Sea.

**Role and Results:** Supported expedition storytelling and outreach campaigns for international distribution, including 3D panoramic, high-resolution photogrammetry of ship operations.

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### Overall Impact

- Increased *NautilusLive.org* traffic by 200% (2.5M views).
- Grew social media audiences by 150%.
- Elevated YouTube reach from 48K to 5.1M views in two months.
- Produced over 750 media placements across major outlets including *CNN*, *BBC*, *National Geographic*, *Scientific American*, *FOX*, *The Atlantic*, resulting in over 150MM media views.
- Results widely used in STEM education, museum outreach, and global science communication.

## 2012 – James Cameron's *DeepSea Challenge Expedition* (Remote Digital Support)

**Institution:** National Geographic

**Objective:** Support and document James Cameron's historic solo dive to the Mariana Trench, the deepest point on Earth, aboard the *DEEPSEA CHALLENGER* submersible.

**Role and Results:** Served as Lead Digital Strategist. Directed digital content strategy, storytelling, and online education for a global audience before, during, and after the expedition. Developed unique multimedia experiences and created background educational information on the technology and science objectives of the expedition.

**Dissemination:** Results shared worldwide through *National Geographic* platforms, broadcast media, film, and educational outreach.

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## Spaceflight

### 2011–2013 – Space Shuttle Museum Preparation & Documentation

**Institution:** Independent / National Geographic Contributor

**Objective:** Document the retirement and transition of the three Space Shuttles (*Discovery*, *Endeavour*, *Atlantis*) into museum exhibits.

**Role and Results:** Conducted documentary photography and supported high-resolution photogrammetry alongside photographer Job Brack of shuttle interiors during decommissioning. Produced extensive interior archives.

**Dissemination:** Coverage published in *National Geographic* and *The Washington Post*. Work integrated into permanent exhibitions at the California Science Center and Kennedy Space Center.

### 2005–2011 – Space Shuttle Launch Coverage

**Institution:** National Geographic

**Objective:** Document human spaceflight and Space Shuttle program milestones for public dissemination and historical record.

**Role and Results:** Covered 19 launches and 57 launch attempts as credentialed media. Produced photography, blogs, and live coverage spanning astronaut crew walkouts, launch pad operations, launches, and post-launch activities.

**Dissemination:** Photography and reporting published by *National Geographic*, featured on digital platforms, and widely shared in education and outreach contexts.

## Launch Coverage

- **2011:** STS-134 (Endeavour, May), STS-135 (Atlantis, July – final shuttle launch).
- **2010:** STS-130, 131, 132, 133.
- **2009:** STS-119, 125 (*Hubble servicing*), 127, 128, 129.
- **2008:** STS-122, 123, 124, 126.
- **2007:** STS-117, 118, 120, 122 (*attempts*).
- **2006:** STS-121, 115, 116.
- **2005:** STS-114 (Return to Flight, Discovery).

## 2005 – Space Shuttle Return to Flight, STS-114

**Institution:** America Online (AOL) / NASA

**Objective:** Provide live digital coverage of NASA's Space Shuttle *Discovery* Return to Flight mission (STS-114), the first shuttle launch following the Columbia tragedy.

**Role and Results:** Served as Location Producer for AOL's multi-camera angle live streaming coverage. Coordinated production logistics and digital broadcast strategy on-site at Kennedy Space Center. The event became the third largest streaming event in AOL history, setting a milestone in early large-scale digital live coverage of spaceflight.

**Dissemination:** Coverage distributed globally via AOL's digital platforms, significantly expanding public access to NASA's Return to Flight mission and pioneering new models of large-scale live event streaming.

## 2004 – Ansari XPRIZE Prize Flights

**Institution:** America Online (AOL) / Ansari XPRIZE Foundation

**Objective:** Document and broadcast the world's first privately funded human spaceflights, flown by SpaceShipOne in competition for the \$10M Ansari XPRIZE.

**Role and Results:** Served as Lead Producer for AOL's exclusive multi-camera angle digital coverage. Produced and directed live and on-demand video of the historic launches, pioneering early large-scale streaming of private spaceflight. Resulted in the largest on-demand video experience in AOL's history at that time.

**Dissemination:** Coverage delivered globally through AOL's platforms, expanding public engagement with commercial spaceflight and setting benchmarks for future digital broadcast of space exploration milestones.

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## Archaeology

### 2015 – Oman Archaeological Dig, Bat UNESCO World Heritage Site

**Institution:** University of Pennsylvania / Ministry of Heritage and Culture, Sultanate of Oman

**Objective:** Investigate Bronze Age domestic life and social complexity (ca. 3000 BCE) at the UNESCO World Heritage site of Bat, al-Khutm, and al-Ayn. The research examined non-traditional models of social complexity in Oman and Southeastern Iran, with attention to the role of public monuments in the rise of quasi-urban centers.

**Role and Results:** Served as artifact photographer, dig site photogrammetrist, and site documentarian. Created visual records of excavation processes, structures, and small finds, including detailed photogrammetry of a 5,000-year-old domestic structure. These records contributed to broader archaeological analysis of Bronze Age domestic life, a little-documented area of research.

**Dissemination:** Results integrated into academic publications and conference proceedings, including C.P. Thornton & C. Schmidt (2015) *The UNESCO World Heritage Site of Bat and Al-Ayn: Past, Present, and Future*. Work supported UNESCO heritage preservation efforts and informed comparative studies of early complex societies in the Middle East.

### 2010 – Field Expedition: Mongolia (Remote Digital Support)

**Institution:** National Geographic / Dr. Albert Yu-Min Lin

**Objective:** Support a noninvasive archaeological survey in northern Mongolia's "Forbidden Zone" to search for the tomb of Genghis Khan and preserve regional cultural heritage. Methods included UAV flyovers, ground-penetrating radar, remote sensors, satellite imagery, and 3D virtual modeling.

**Role and Results:** Provided digital expedition support for a groundbreaking citizen science project. Developed and promoted the *Field Expedition: Mongolia* website where global participants could analyze satellite imagery to flag anomalies for the field team. Helped pioneer crowdsourced exploration methodologies, engaging tens of thousands of participants worldwide.

**Dissemination:** Coverage published through *National Geographic*, including the "Adventurers of the Year" feature, expedition blog, and interactive digital storytelling platforms.

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## Photography

### National Geographic Photo Camps – Field Expeditions (2006–2015)

**Institution:** National Geographic Society

**Objective:** Provide photography training and visual storytelling mentorship to underserved youth worldwide.

**Role and Results:** Served in multiple instructional and leadership roles including, Teaching Assistant, Technical Director, and Coordinator. Supported students in learning photography, developing narratives, and presenting their work publicly. Results included student exhibitions, published stories, and a National Geographic book.

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#### 2015 – Jordan, Coordinator

**Role and Results:** Coordinated logistics and student learning outcomes for a camp with Jordanian youth, including Syrian refugees. Oversaw workshops in photography and storytelling. Student work was exhibited locally and online through National Geographic platforms. Published a photograph from this expedition in National Geographic Magazine (German Edition), June 2015.

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#### 2013 – Washington, D.C., Teaching Assistant

**Role and Results:** Supported instruction for students from Pakistan visiting urban D.C., assisting them in capturing visual stories from their communities. Work showcased in local exhibitions at the Institute for Peace and National Geographic outreach.

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#### 2012 – Pakistan, Teaching Assistant

**Role and Results:** Assisted with photography instruction for young adult Pakistani students, helping document local stories. Student photography published and exhibited internationally. Published a photograph from this expedition in *Photo Camp Stories* book (2023).

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#### 2012 – Haiti, Coordinator

**Role and Results:** Coordinated camp for Haitian youth following the 2010 earthquake. Oversaw workshops that enabled participants to share post-disaster stories through photography. Work presented in public exhibitions and National Geographic media channels.

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#### 2011 – Crimea, Teaching Assistant

**Role and Results:** Assisted with student instruction, guiding youth in visual documentation of cultural identity and local environments. Results featured in exhibitions and National Geographic outreach.

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#### 2010 – Biscayne Bay, Teaching Assistant

**Role and Results:** Helped instruct students on marine and environmental photography. Student work exhibited to raise awareness of South Florida ecosystems.

#### 2010 – Barbados, Teaching Assistant

**Role and Results:** Assisted with camp logistics and instruction, mentoring students in documenting island culture and environment. Student work published by National Geographic online.

#### 2010 – Chad, Teaching Assistant

**Role and Results:** Guided Chadian youth in learning photography as a means of self-expression and cultural storytelling. Work later shared through international exhibitions.

#### 2010 – South Dakota, Teaching Assistant

**Role and Results:** Supported Lakota Sioux youth participants in Pine Ridge, teaching photography and narrative skills. Student work exhibited in community showcases.

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#### 2009 – Maine, Teaching Assistant

**Role and Results:** Assisted with instruction for Photo Camp alumni youth in Camden, Maine, mentoring them in documenting PopTech conference.

### 2009 – South Dakota, Teaching Assistant

**Role and Results:** Supported Lakota Sioux youth in Pine Ridge Reservation. Photography projects culminated in local exhibitions.

### 2009 – Botswana, Teaching Assistant

**Role and Results:** Helped instruct and mentor students in Botswana, guiding them to document cultural identity and wildlife interactions. Work later featured in exhibitions.

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### 2008 – South Dakota, Teaching Assistant

**Role and Results:** Assisted instruction for Pine Ridge youth participants, mentoring students on community and cultural documentation through photography.

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### 2007 – New Orleans, Technical Director

**Role and Results:** Managed technical operations and supported instruction in post-Katrina New Orleans. Helped youth participants document community recovery stories.

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### 2006 – Washington, D.C., Teaching Assistant

**Role and Results:** First Photo Camp role. Assisted instructors in teaching photography basics to D.C. youth. Student work presented in community exhibition.

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### Overall Impact

Between 2006–2015, participated in 15 National Geographic Photo Camps across the U.S. and internationally, mentoring youth in visual storytelling, digital media, and documentary photography. Results included:

- Student photography exhibitions worldwide.
  - Published student work through *National Geographic* media platforms.
  - Empowered underserved youth to share their personal and cultural stories through imagery.
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## Other Expeditions

### 2011–Present – U.S. High Points

**Institution:** Independent (avocational project)

**Objective:** Document personal goal of high pointing all 50 U.S. state high points plus Washington, D.C.

**Role and Results:** Personal expedition leader, planner, and documentarian. To date, have successfully reached and documented 18 state high points. Work includes photographic and written documentation of each ascent.

**Dissemination:** Documentation shared through personal storytelling platforms, contributing to broader public engagement with geography, exploration, and outdoor achievement.

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## PROFESSIONAL MEMBERSHIPS & ORGANIZATIONS

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Explorers Club Fellow, 2025-Present

Society of Women Geographers, 2025-Present

Marine Technology Society, 2024-Present

Association of Science Communicators 2024-Present

FBI Citizens Academy, Class of 2024, Philadelphia Chapter

Pen & Pencil Press Club, Philadelphia, 2016-Present

Online News Association (ONA), 2012-Present

Museum Computer Network, 2015 - 2022

Museums & the Web, 2015-2018

Chief Digital Officer (CDO) Club, 2015-2018

Online Publishers Association (OPA), 2007-2012

Women in Film and Video (WIFV), 2002-2010

## VOLUNTEER WORK

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Elfreth's Alley Association, Inc., 2021–Present  
Philadelphia Medical Reserve Corps, 2019–Present  
Red Cross Disaster Action Team, 2018–Present  
Pennsylvania State Medical Assistance Team (PA-SMAT), 2019–Present  
Night Skies Science Presenter and Interpreter, The Franklin Institute, 2016–2019  
Project Amal Au Salam, Syrian Refugee Work: Jordan, Lebanon, 2014–2016

## EDUCATION & OUTREACH (TEACHING)

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### Mentorship

- Mentor for high school, undergraduate, and graduate students at sea and ashore, supporting experiential learning in exploration and science. Conducted multiple outreach events in ports with E/V *Nautilus* with students of all ages.
- OceanX Young Explorers Program, Instructor and Mentor, 2023.
- Thesis mentoring (graduate-level research supervision): [core.ac.uk/reader/190322440](http://core.ac.uk/reader/190322440)

### Programs & Curriculum Development

- 2024–2025: *Accessing the Deep*, Ocean Discovery League. Assisted with the design and implementation of a global virtual training and mentorship program for early-career ocean professionals.
- 2023: Scientific Advisor for STEM curricula and activities for OceanX Young Explorer Program (YEP), including development of ocean science education resources.
- 2006–2015: National Geographic Photo Camps. Teaching Assistant, Coordinator, and Technical Director, mentoring global underserved youth in visual storytelling.

### Workshops & Instruction

- Bryn Mawr College Praxis Seminar (2018): Guest Instructor for “Exploring Museum Applications of Augmented Reality,” demonstrating Franklin Institute applications of AR/VR.
- Rough Cut Film Festival: Educational engagement through film and digital storytelling mentorship.
- Lecturer in dozens of grade school classrooms, home school sessions, and scout meetings about space exploration, ocean exploration, archaeology, and exploration.

## MEDIA & PRESS

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Featured in national and international media, including television, print, and digital outlets, highlighting work in deep-sea exploration, space science, public engagement, and immersive science communication technologies. Served as a spokesperson for E/V *Nautilus*, with coverage spanning major news organizations and specialized science and technology publications.

### *How Little We've Seen of the Deep Ocean*

- Smithsonian Magazine: “Humans have seen only 0.001 percent of the world’s deep seas”, May, 2025  
<https://www.smithsonianmag.com/smart-news/humans-have-seen-only-0001-percent-of-the-worlds-deep-seas-leaving-most-of-the-planet-a-vast-mystery-180986597/>
- Arab Times: “Only 0.001% of the ocean floor visually explored, study warns”, May, 2025  
<https://www.arabtimesonline.com/news/only-0001-of-the-ocean-floor-visually-explored-study-warns/>
- Gizmodo: “Humans have never seen 99.999% of the seafloor, study finds”, May, 2025  
<https://gizmodo.com/humans-have-never-seen-99-999-of-the-seafloor-study-finds-as-trump-greenlights-deep-sea-mining-2000598914>

### *Nautilus: Sperm Whale Encounter*

- USA Today: “Giant whale interrupts ocean dive, inspects cameras”, April 16, 2015  
<https://www.usatoday.com/picture-gallery/news/nation-now/2015/04/16/giant-whale-interrupts-ocean-dive-inspects-cameras/25879073/>

- Live Science: “Curious sperm whale inspects ROV”, April 16, 2015  
<https://www.livescience.com/50498-curious-sperm-whale-rov-video.html>
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#### **Nautilus: Mysterious Purple Orb**

- The Guardian: “Submarine scientists grab mysterious glowing purple orb”, July 30, 2016  
<https://www.theguardian.com/environment/2016/jul/30/submarine-scientists-crab-mysterious-glowing-purple-orb>
  - NPR: “Sea slug? Disco ball? Beautiful deep-sea purple blob puzzles scientists”, July 28, 2016  
<https://www.npr.org/sections/thetwo-way/2016/07/28/487799041/sea-slug-disco-ball-beautiful-deep-sea-purple-blob-puzzles-scientists>
  - CBS News: “Mysterious purple sea orb stymies scientists”, July 28, 2016  
<https://www.cbsnews.com/news/mysterious-purple-sea-orb-stymies-scientists/>
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#### **Nautilus: Googly-Eyed Stubby Squid**

- ABC News: “Googly-eyed stubby squid spotted 3,000 feet under sea”, July 14, 2016  
<https://abcnews.go.com/US/googly-eyed-stubby-squid-spotted-3000-feet-sea/story?id=41429310>
  - CBS News: “Undersea surprise: Big-eyed squid looks more like a toy”, July 14, 2016  
<https://www.cbsnews.com/texas/news/undersea-surprise-big-eyed-squid-looks-more-like-a-toy/>
  - Good Morning America: “Googly-eyed stubby squid spotted”, July 14, 2016  
<https://www.goodmorningamerica.com/amp/news/story/googly-eyed-stubby-squid-spotted-3000-feet-sea-41429310>
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#### **Nautilus: Meteorite Dive**

- Schmidt Ocean Institute: “Seeking space rocks”, 2019  
<https://schmidtocean.org/cruise/seeking-space-rocks/>
  - NOAA Sanctuaries: “Seeking space rocks: Olympic Coast”, May 2019  
<https://sanctuaries.noaa.gov/news/may19/seeking-space-rocks-olympic-coast-national-marine-sanctuary.html>
  - Weather Nation: “Scientists recover possible meteorite fragments”, 2019  
<https://www.weathernationtv.com/news/scientists-recover-possible-meteorite-fragments-landed-marine-sanctuary>
  - Sky & Telescope: “Nautilus expedition recovers possible seafloor meteorites”, 2019  
<https://skyandtelescope.org/astronomy-news/nautilus-expedition-recovers-possible-seafloor-meteorites/>
  - Marine Technology News: “Possible meteorite fragments found”, 2019  
<https://www.marinetechologynews.com/news/possible-meteorite-fragments-found-562609>
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#### **GISR / Oil Spill Research**

- GeoNews TAMU: “New oil spill model”, June 2019  
<https://geonews.tamu.edu/news/2019/06/new-oil-spill-model.php>
  - MPB Online: “Research into BP oil spill continues”, 2019  
<https://www.mpbonline.org/blogs/news/research-into-bp-oil-spill-continues/>
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#### **U-Boat Expedition**

- CNN: “Gulf of Mexico shipwrecks: WWII U-boat”, July 16, 2014  
<https://www.cnn.com/2014/07/16/us/gulf-of-mexico-shipwrecks-world-war-ii>
  - FOX13: “A U-boat and its American prey”, July 16, 2014  
<https://www.fox13now.com/2014/07/16/a-u-boat-and-its-american-prey-haunt-gulf-of-mexico>
  - *The Unknown America*, 60 Minutes (CBS), May 10, 2015
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#### **Space Shuttle Coverage**

- National Geographic: “Discovery Shuttle Smithsonian 360 tour”, April 2012  
<https://www.nationalgeographic.com/science/article/120416-nasa-space-shuttle-discovery-smithsonian-360-tour-panorama-science>
  - Red Orbit: “Shuttle program honored as Discovery makes final journey”, 2011  
<https://www.redorbit.com/news/space/1112515971/shuttle-program-honored-as-discovery-makes-final-journey/>
  - Scott Hull: “Last Shuttle”, 2011  
<https://scotthull.com/projects/moore-last-shuttle>
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#### **Elfreth’s Alley Historic Association**

- Billy Penn: “Elfreth’s Alley: Philadelphia residents living history”, July 4, 2023  
<https://billypenn.com/2023/07/04/elfreths-alley-philadelphia-residents-living-history/>

- Philadelphia Inquirer: “*Elfreth’s Alley historic home in Philadelphia*”, November 8, 2022  
<https://www.inquirer.com/real-estate/home/elfreths-alley-historic-home-philadelphia-20221108.html>
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#### Franklin Institute / VR & AR

- New York Times: “*Arming China’s Terracotta Warriors—With Your Phone*,” September 9, 2017,  
<https://nyti.ms/2hliE23>
- Seattle Times: “*Arming China’s Terracotta Warriors—With Your Phone*”, Sept 9, 2017  
<https://www.seattletimes.com/nation-world/arming-chinas-terracotta-warriors-with-your-phone/>
- Philadelphia Inquirer: “*A better life through augmented reality*”, Sept 20, 2017  
<https://www.inquirer.com/philly/business/technology/a-better-life-through-augmented-reality-really-20170920.html>
- Mooshme: “*Why museums should dive into VR: Interview with Susan Poulton*”, Sept 2017  
<https://www.mooshme.org/2017/09/why-museums-should-dive-into-vr-an-interview-with-susan-poulton-of-the-franklin-institute/>
- Philly Voice: “*Franklin Institute’s Mirror Maze is Philly’s most ‘grammable’ exhibit*”, 2017  
<https://www.phillyvoice.com/franklin-institutes-mirror-maze-philadelphias-most-grammable-exhibit/>
- ACS Newsreports: “*Newsreports: Franklin Institute VR*”, 2017  
<https://pubs.acs.org/doi/10.1021/cen-09609-newsreports>
- NBC Philadelphia: “*Franklin Institute virtual reality*”, Oct 2016  
<https://www.nbcphiladelphia.com/news/local/franklin-institute-virtual-reality/2038703/>
- Philly Mag: “*Virtual reality Franklin Institute*”, Oct 27, 2016  
<https://www.phillymag.com/business/2016/10/27/virtual-reality-franklin-institute/>
- Philadelphia Inquirer: “*Virtual reality has arrived at the Franklin Institute*”, Oct 17, 2016  
<https://bit.ly/2uJZTPH>
- Viz World: “*Franklin Institute launches VR experience*”, 2016  
<https://vizworld.com/2016/10/franklin-institute-launches-expansive-vr-experience/>
- PR Newswire: “*Franklin Institute launches VR experience*”, 2016  
<https://www.prnewswire.com/news-releases/the-franklin-institute-in-philadelphia-launches-expansive-virtual-reality-experience-300349164.html>
- Marketing Dive: “*Franklin Institute video launch*”, 2009  
<https://www.marketingdive.com/ex/mobilemarketer/cms/news/video/23851.html>