

# **Expedition Science Communication Task Force**

## **Report and Recommendations**

November 2006

### **Executive Summary**

The IODP-MI Expedition Science Communication Task Force (ESC-TF) had representation from the three IODP implementing organizations, the science community, the US National Science Foundation and a leading journal in Earth sciences. It addressed issues related to: (1) Publication during the expedition moratorium period of IODP findings in high impact, fast-tracking journals imposing temporary publication embargos on the program; (2) how to maximize the distribution and impact of scientific discoveries on the science community as well as on the broader public; and (3) integration of the scientists in the news release process. The ESC-TF concluded that with proper procedures in place, the relatively rare cases related to (1) offer major benefits in terms of strong potential outreach to the science community and to the public, and with negligible inconvenience to program publications and press releases. It is recommended that program procedures are established to efficiently handle such opportunities of strong scientific outreach, and that such procedures also should address how to best orchestrate post-moratorium publication of potentially high-impact IODP science. A number of concrete recommendations for changes in the IODP Sample, Data and Obligations Policy that will address issues related to (1) and (2) are made in the report. The ESC-TF sees no real need, or finds it realistic for that matter, to approach leading journals for partly waiving their publication embargo policies. The ESC-TF instead recommends heightening the awareness of how to handle these within the program. Regarding (3) the ESC-TF concluded that the IO Expedition Staff Scientists (expedition managers) are key in the process of integrating science expertise with IO outreach and media staff, and eventually, with IODP-MI. Also, media awareness training for relevant staff is recommended. A number of policy recommendations in this area are forwarded in draft to the IODP-MI Education & Outreach Task Force for refinement and implementation.

#### **Background and general mandate**

The Expedition Science Communication Task Force (ESC-TF) was established in late June 2006 to address the issue of how to handle manuscript submission at or shortly after the completion of the expedition, i.e., within the expedition moratorium period. While IODP Sample, Data, and Obligations Policy <[www.iodp.org/program-policies/2/](http://www.iodp.org/program-policies/2/)> provides guidelines for publishing within the moratorium period, the issue raised related to submission of manuscripts to fast-tracking and high-impact journals (e.g., Science, Nature) that request a temporary publication embargo until they have published the paper. The ESC-TF was planned to dissolve after it's reporting and to work entirely electronically.

Submission of a manuscript to the journal *Science* based on Expedition 309 and 312 results triggered the formation of the ESC-TF because this submission imposed certain embargo conditions to the program regarding publication of Expedition 312 Preliminary Report and the post-expedition news release. This event demonstrated a need for determining the nature, extent and consequences for the program of such embargoes and a need for a documented IODP protocol to be followed in such cases. The ESC-TF did not take a specific interest in the 309/312 case, but reviewed the issue in a broader and general context and included some general issues regarding the optimum advertisement of program discoveries.

Membership of the ESC-TF is listed in Appendix 1. Specific questions addressed by the ESC-TF included:

- (1) Priority of Program publications and press releases versus fast-tracking scientific publication and associated temporary publication and press embargo
- (2) Ad (1) decision criteria and process; extent of embargo and copyright issues
- (3) Implementation principles for best possible integration of scientists in the news release process; coaching of expedition Staff Scientists to work with the media
- (4) How to identify, select and orchestrate IODP expedition findings (new findings or post-expedition) with potential for significant outreach and impact
- (5) How to maximize program profiling and provide proper program and program stakeholder acknowledgement in connection with high-impact publication and news releases.

## **Findings and conclusions**

The Expedition 309/312 ended 29 December 2005. The *Science* paper eventually was accepted for publication in early April 2006, published in *Science Express* on April 20 2006 and created major publicity in newspapers, CNN news etc. Also, during the lifetime (summer 2006) of the ESC-TF, as much as four papers (three in one single issue) from Expedition 302 (ACEX) were published (submission after end of moratorium period) in the journal *Nature*. The latter papers likely made the biggest public impact ever in the combined ODP and IODP history. The ESC-TF finds that this success in getting public attention was caused primarily by the effective media links and policies of these two journals. When combined with proper planning and coordination of program outreach efforts, an impact of this magnitude is superior to anything the program could achieve by itself in terms of profiling the science to both the public and the science community.

The conclusion and recommendation therefore is that it is in IODP's best interests to abide by media embargoes in order to publish articles in the most highly respected scientific journals, while simultaneously gaining maximum positive news exposure for the published science and the authors. *Nature* and *Science* are two such journals that generate a great deal of positive attention for articles, authors, and IODP, but other fast-tracking journals like *Geology* and *EPSL* might also facilitate strong public and scientific outreach. The ESC-TF sees no need to define an 'approved' list

of journals, but rather to have a firm procedure to follow for manuscript submissions of this character.

The ESC-TF also found that embargo policies (*Science* and *Nature* embargo policies in Appendix 2) are less limiting than generally perceived, and neither prevent IODP Preliminary Reports from being made available for programmatic purposes, nor prevent scientists from presenting results at meetings during the embargo period. The ESC-TF therefore see no point in seeking (partly) exemption from these embargo policies, but rather recommend to establish clear protocols for how to deal with them in the most efficient manner. Statistics from ODP and IODP show that publication during the expedition moratorium period by an expedition Science Party in a high impact journal like *Science* and *Nature* is not likely to exceed a frequency of one/year. However, even as rare as they are, proper protocols should be established. Such protocols might also help indicate to authors at any later post-expedition stage what the embargoes *de facto* require and how maximum media impact is obtained. With regard to the latter, several members made the case that improved protocols for identifying opportunities for major outreach should extend post-moratorium where the science is maturing and more likely to underpin high-impact publications.

The ESC-TF also found that there is a need for: (i) refined procedures regarding the IODP news releases; and (ii) media training and/or support of selected program staff and community scientists. Some recommendations in this regard are included in the following, but will be completed and implemented by the standing IODP Education & Outreach Task Force (E&O-TF) as appropriate.

## **ESC-TF recommendations for development of a publication and science communication plan for each IODP drilling project**

A number of concrete recommendations were contributed by several ESC-TF members. Below is a summary of the recommendations agreed upon.

### **A. *General:***

Publication embargos related to submission of key expedition scientific results to a fast-tracking and high-impact peer-reviewed journal during, or shortly after, the expedition conflicts with programmatic requirements for publication of the Preliminary Report and news release two months post-expedition. IODP, however, should accept these temporary embargoes as is, and should refine the program protocols as defined in the IODP Sample, Data, and Obligations Policy for publishing within the moratorium period to cover this situation for IODP Phase 2; see section **(B)** below.

### **B. *Protocols for Submission to Journal that Requires a Program Embargo:***

When electing to publish the key scientific findings from an expedition in a journal that requires a publication embargo on corresponding and contractually required IODP reports, news releases, and/or publications within the moratorium period, the expedition Staff Scientist on behalf of Science Party must provide notification to IODP-MI (Vice President of Science Planning with CC to IODP Publication Manager and Director of Communications) of their intent before the end of the expedition. The expedition Staff Scientist is responsible for coordinating and completing the notification process including communication with the IO media staff.

The IO media staff should provide the expedition Staff Scientist and Co-Chief Scientists (and lead author, if not Co-Chief Scientist) with the prospective journal's embargo policies. The expedition Staff Scientist must request from IODP-MI (Vice President of Science Planning with CC to Director of Communications and Publications Manager) approval to postpone publication of the Preliminary Report and news release; the request should include a brief justification including choice(s) of journal, draft title of the manuscript and a copy of the draft *Preliminary Report(s)*. This approval process will be initiated and coordinated by the expedition Staff Scientist no later than 2 weeks post-expedition and must include notification to the publication entity in charge of producing and releasing the *Preliminary Report* for publication.

The manuscript must be submitted to a journal within two months post-expedition with a copy to the IODP-MI Vice President of Science Planning. The Science Party must be informed by the expedition Staff Scientist about the manuscript submission and the embargo rules that will apply. If this deadline is missed, the *Preliminary Report* and news release will automatically be published without further delay.

In cases involving (temporary) embargo on program publications, the target deadline for the actual publication of the manuscript submitted to the journal is six months post-expedition, and IODP-MI (Vice President of Science Planning with CC to IODP Publication Manager and Director of Communications) must be kept informed by the expedition Staff Scientist about progress (e.g., journal's first reaction, reviews received etc.); a status report to IODP-MI is due at six months post-expedition. Re-submission to the original journal (or submission to a second journal) requires notification to IODP-MI. However, publication of the *Preliminary Report* and the news release will not be held back in case of submission to a second journal, if this takes place more than two month post-expedition.

Work on the manuscript must not delay the completion of the *Preliminary Report* or completion of the news release for later publication. During the embargo period a "Not-For-External-Distribution" version of the *Preliminary Report* accessible by IODP-MI, SAS and Funding Agencies via a secure, password-protected website will be provided by the IO that is producing the report.

### C. *Policy refinement*

A central goal of IODP publications and media strategy is to maximize the awareness of the scientific findings of IODP expeditions and disseminate the results to the scientific community via scholarly journals. A secondary program goal is to effectively convey the scientific findings to the general-interest public audience via mainstream news media.

The following recommendations are forwarded to the IODP E&O Task Force for completion and implementation:

IODP-MI and the IOs should develop a procedures document that clarifies their respective roles and responsibilities for handling media work. The expedition Staff Scientists are considered to be key figures in coordinating media activities between Co-Chief Scientists/Science Party and IO media staff. The IO media staff should be the key conduit of outreach information between Co-Chiefs/Science Party members (via the expedition Staff Scientist) and IODP-MI. These communication roles starts pre-expedition and should remain in place until publication of the *Proceedings of the Integrated Ocean Drilling* volume for a given expedition(s) is completed.

The expedition Staff Scientist, Co-Chief Scientists, and the IO media staff are jointly responsible for monitoring potential opportunities for outreach related to studies planned or accepted for publication during the lifetime of the Editorial Review Board for any given expedition(s). After the second post-expedition meeting, monitoring will include review of the Science Party members list of proposed papers and sharing this information with IODP-MI Vice President of Science Planning and Director of Communications in order to identify opportunities to programmatically support upcoming publications with media outreach activities.

In addition, the IODP Sample, Data, and Obligations Policy should be amended to include the following specific wording:

*Section 1. Policy Overview:*

• *Add the following goal to the goals list:*

“Ensure that dissemination of the scientific findings of all IODP drilling projects/expeditions are planned so as to gain maximum scientific and public exposure.”

• *Insert a new section below 2.1.d.i. that specifically focuses on publication of key papers in journals that require embargoes during the moratorium:*

**“Section 2.1.d.##. Submitting Manuscripts that Subject Key Findings from the Expedition to the Conditions of a temporary Publication Embargo**

When electing, during the moratorium period, to publish the key scientific findings from an expedition in a journal that requires a temporary embargo on publication of IODP reports, news releases, and/or publications, the expedition Staff Scientist on behalf of the Science Party must provide notification to the IODP MI (VP-SP with CC to Director of Communications and Publications Manager) of their intent before the end of the expedition. The expedition Staff Scientist is responsible for coordinating and completing the notification process including communication to the IO media staff and the entity that prepares the *Preliminary Report* for publication. IODP-MI approval to postpone publication of the *Preliminary Report* and expedition news release must be requested by the expedition Staff Scientist no later than two weeks post-expedition. The manuscript must be submitted to a journal with copy to IODP-MI within two months post-expedition. If this deadline is missed, the *Preliminary Report* and news release will automatically be published without further delay.”

D. ***Media Awareness Training:*** A training program should be implemented by IODP-MI and the IOs that includes:

1. Media awareness training – with accompanying written media awareness guide and IODP protocols for interacting with media – for key groups of IO and IODP-MI staff members.

E. ***Pre-expedition Planning:***

1. At the pre-expedition meeting, the expedition Staff Scientist, in collaboration with the media staff, should lead a brief discussion about media outreach activities and IODP protocols for interacting with media including embargo policies of journals like Science and Nature.

## Appendix 1

List of ESC-TF members:

Professor Jeff Alt, University of Michigan  
Professor Jan Backmann, University of Stockholm  
Communications Program Associate Jon Corsiglia, JOI, USIO  
Senior writer Cheryl L. Dybas, NSF  
Manager Dan Evans, BGS, ESO  
Dr. Hugh C. Jenkyns, University of Oxford, co-editor of *GEOLOGY*  
Deputy Director Ann Klaus, IODP TAMU, USIO  
Dr. Shin'ichi Kuramoto, CDEX, JAMSTEC  
Vice-President Hans Christian Larsen, IODP-MI (chair)  
Communications Director Nancy Light, IODP-MI  
Publications Manager Emanuel Soeding, IODP-MI  
Dr. Yoshi Tatsumi, IFREE, JAMSTEC

Program Associate Yuki Yoshioka-san, IODP-MI (secretary)

## Appendix 2

Embargo policies/guidelines from the journals *Nature* and *Science*

From Nature Webpage ([www.nature.com/nature/authors/policy/index.html#a5](http://www.nature.com/nature/authors/policy/index.html#a5))

### 5. Prepublicity.

Once submitted, contributions must not be discussed with the media (including other scientific journals) until the publication date; advertising the contents of any contribution to the media may lead to rejection. The only exception is in the week before publication, during which contributions may be discussed with the media if authors and their representatives (institutions, funders) clearly indicate to journalists that their contents must not be publicized until *Nature's* press embargo has elapsed (1800 h local UK time on the day before the publication date).

Correspondence with *Nature*, referees' reports and other confidential material, whether or not the submission is eventually published, must not be posted on any website or otherwise publicised without prior permission from the editors.

Presentation and discussion of material submitted to *Nature* at scientific meetings is allowed, but authors must indicate that their work is subject to press embargo and decline to discuss it with members of the media. Preprints of submitted or 'in press' papers may be distributed to professional colleagues, but not to the media.

Occasionally, journalists and editors hear about work at talks given at scientific meetings and mention this work in meeting reports or editorials in their journals. In these cases, *Nature* will assess the extent to which authors have solicited this interest or cooperated with journalists. If, in the judgement of the *Nature* editors, *Nature's* embargo policy has been broken, the submitted paper may be rejected, even if it is technically 'in press'.

Contributions submitted to, in press with or published in *Nature* must not be posted on any web site, except for [preprints posted on recognized preprint servers](#) (such as ArXiv) where this is community practice. The server concerned must be identified to the editor in the cover letter accompanying submission of the paper, and the content of the paper must not be advertised to the media by virtue of being on the preprint server, as [explained fully in \*Nature\*](#).

Further explanation of *Nature's* embargo policy is at our [embargo page](#).



## *Science*, instructions to authors

TO: Authors of accepted papers FROM: Ginger Pinholster, Director AAAS Office of Public Programs RE: Science Embargo Policy Congratulations on your paper's acceptance at Science. This note is to explain our embargo policy, which must be followed by both authors and reporters with regard to papers that have been accepted for publication in Science. In addition, please help us draw attention to your work by providing us with photographs or other visuals related to your paper—even if they are not to be published with your article—that we might make available to the press. Videotapes are particularly helpful for broadcast news outlets, including our media collaborator, The Science Channel/Discovery Communications. Please contact the AAAS Office of Public Programs for video formatting information. If you submit additional visuals or other multimedia materials, please be certain to complete the attached permission form and fax it to our office at 202-789-0455. Images should be sent to [scipak@aaas.org](mailto:scipak@aaas.org). The embargo policy ensures that no single reporter or news organization gains an advantage over others and that reporters have an equal amount of time to write full and accurate stories. Your cooperation with this policy helps us gain excellent coverage for your research and protects you from problems that may jeopardize your paper's publication. Science is published each Friday. No news coverage of your paper can appear anywhere before 2 p.m. Eastern Time (U.S.) on the Thursday before your paper's publication. (Papers appearing first on the Science Express web site are also set for release at 2 p.m. ET on the Thursday that they appear online.) While you should feel free to discuss your Science paper with colleagues and present the data at professional meetings, please alert us as soon as possible if you are planning to present the paper prior to its publication in Science. In addition, please follow these guidelines when talking with the press. We appreciate your cooperation with this policy. If you have any questions, please don't hesitate to contact Ginger Pinholster at 202-3266421 or [gpinhols@aaas.org](mailto:gpinhols@aaas.org). •If reporters are in the audience during your scheduled session at a professional conference, they may ask to interview you afterwards. While you may clarify the specifics of your presentation, you are advised not to expand beyond the content of your talk or to give copies of your overheads or slides to reporters. In addition, you should decline any interviews pending the establishment of an embargo date for your accepted manuscript. Reporters who regularly cover our journal will be familiar with our embargo policy. Please make sure any reporter you talk to accepts the paper's embargo. •With few exceptions, do not grant interviews until the week prior to publication, and then only if the reporter agrees to abide by the Science embargo. Because we distribute a worldwide news release about upcoming research in Science, you can expect calls from the media the week prior to publication. If a reporter calls you about an accepted paper that has not yet been scheduled for publication, please contact us for guidance on how best to proceed. •While we encourage you to speak about your findings, please do not participate in news conferences until after 1 p.m. Eastern Time (U.S.) the Thursday afternoon before publication. In any event, please call us well in advance if you wish to participate in a news conference with regard to your Science paper. That way, we can work with you to ensure the best possible coverage. •We will be happy to release a final version of your paper to any reporter who requests one. Please send all such requests to us rather than distributing copies yourself, so only the final, most accurate version is made publicly available.