

Education & Outreach Task Force

November 14-15, 2005
Hachinohe, Japan

Agenda

Sunday, November 13, 2005

19:00-20:00 Informal Welcome Reception
Pub JAL City (inside JAL City Hotel)
Hosted by IODP-MI

Monday, November 14, 2005

Meeting Room, JAL City Hotel

08:30 Greetings and meeting overview (Nancy Light, Director of Communications, IODP-MI)

08:45-09:45 Unifying outreach messages and creating program consistency
--review of media coverage/messages placed
--review of publications/news releases (IODP source material)
--discussion of news release procedure/checklist of activity

09:45-10:00 Coffee break

10:00-11:20 Unifying outreach messages and creating program consistency
--review of new guidelines, discussion of application:
IODP Brand Standards, IODP Editorial Style
--using existing IO newsletters, IODP-MI e-newsletter to reach E & O goals, share news among E & O personnel

11:30 Reconvene at hotel lobby entrance for transport to CHIKYU.
(transport arranged/provided)

12:30-13:30 Lunch onboard CHIKYU

13:30-15:30 Tour of drilling vessel

15:30-16:00 Tea ceremony

- 16:00-17:30 (Reconvene meeting aboard CHIKYU)
E & O '06: Outreach strategies when IODP has no ships at sea
--web/online promotion and coordination
--print publication, coordination
--exhibitions, themes, coordination

Depart CHIKYU in arranged transport; proceed to dinner as a group.

Tuesday, November 15

Meeting Room, JAL City Hotel

- 8:30-09:45 Networking for improved communications
--increase cross promotion, reporting of outcomes, shared procedures
--strategies to increase value of E & O among scientists
--working with the Management Forum
--regulating contact with Task Force members: online, telecom, in-person.
--contact sheet for full E & O reference; e-mail coordination.
- 9:45-11:00 Tools to unify outreach efforts:
--online workroom with threaded discussion
--online templates and their applications
--create shared archives for images, footage
--licensing issues
--program budgets
- 11:00-11:15 Coffee break
- 11:15-12:15 Updates on regional E & O activities:
--ESO (Albert Gerdes, Andy Kingdon)
--USIO (Jon Corsiglia)
--CDEX (Chieko Aizawa)
--IODP-MI (Nancy Light)
- 12:15-13:15 Lunch (provided)
- 13:15-14:45 Coordinating Media relations
--Finalize policy to guide scientists, i.e. image rights, responsibilities of IODP scientists in terms of message, outreach
--Finalize policy to guide E & O teams in working with scientists. i.e. to improve key interview messages, regulate media access to science

party, gather valuable contacts, create proforma procedures pre and post expedition.

--Training/coaching for scientists: who, when, where?

--Training/coaching for E & O teams: unify cultural differences in media, create pro forma guidelines for program.

--Review of stock IODP language.

--Using shared tools: media database, online media registration, initiate regular unified outreach to media list from all offices once or twice a year?

14:45-15:00 Break

15:00-16:15 Coordinating web content

--Creating uniformity from portal to national sites through appearance and content, web templates available.

--Linking web managers/content managers for more streamlined portal to URL.

--New search engine at iodp.org

--Education page content/themes

--Workrooms available for IO usage at iodp.org

16:15-17:00 Wrap-up

--Scheduling next meeting

--Summary of activity planned for Task Force participants.

17:00 E & O Task Force Meeting concludes.

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Education and Outreach Task Force Meeting Report

November 14–15, 2005
Hachinohe, Japan

Eleven Task Force participants and observers met in Hachinohe for a two-day meeting to discuss current and future education and outreach efforts for the Integrated Ocean Drilling Program. The group included four representatives from ECORD/ESO (two E & O professionals, one scientist, one observer), four representatives from JAMSTEC/CDEX (two E & O professionals, one scientist, one program administrator); one representative from USIO (outreach specialist), and two representatives of IODP-MI (TF chair and observer). See Appendix A for chart of participants. Regrets were received from Leslie Peart, USIO education director; Susan Boa, USIO communications director (who designated a substitute participant—Jon Corsiglia), and Lisa Robbins, USAC scientist.

After gathering for a welcome reception the evening before, the group became acquainted with new TF members Alan Stevenson (BGS/ESO-- who replaces Andy Kingdon) and Jun Fukutomi (CDEX), as well as USIO Communications Associate Jon Corsiglia (JOI), and observers Dan Evans (BGS/ESO) and Sanny Saito (IODP-MI). Lisa Robbins has agreed to replace Jill Whitman, whose USAC term ended, and subsequently, whose participation in the IODP-MI Task Force on Education and Outreach also concluded.

Day One

Discussion opened with welcomes all around. Nancy Light (TF chair) overviewed the two-day program and launched into the opening discussion about creating consistent outreach messages internally and adhering to coordinated news release procedures. These two improvements would strengthen IODP's ability to convey clear, consistent messages to the media. Examples of recent coverage helped illustrate the primary point: IODP spokespeople do not, as a rule, discuss the program's "big picture." More often, IODP spokespeople identify themselves and IODP science and activity as a defacto part of their employers' (i.e. BGS, CDEX) program, and therefore do not successfully place news that squarely headlines IODP as the subject. This causes inadequate news coverage of the program despite institutional efforts to provide journalists with information. The IOs are as likely to use this mode of operation as well as science party members or co-chief scientists. Great emphasis was made on the importance of being aware of one's role as an IODP spokesperson—to emphasize the program in its full context and then detail how the science or activity unfolded through a program partner.

The media outreach specialists around the table agreed—and the scientists concurred—that one of the most obvious weaknesses in the overall IODP outreach strategy is a lack of seasoned scientists who know how to work with journalists to place the IODP story, not just react to media questions. A full review of news outreach preparation ensued, from implementing effective communications with co-chief scientists, the burdens on IO

outreach specialists, the benefit of communications plans between IOs and IODP-MI, and the absolute need for coordinated embargo dates program-wide.

Nancy introduced and discussed several tools developed over the course of the past year to encourage more consistent outreach efforts globally. These include style guides, artwork files, templates for externally distributed collateral (news releases, business cards, media kits), and “how-to” sheets that define procedures to bring consistency to the IODP outreach function. All these resources are available for download. Any E & O Task Force participant can go to www.iodp.org, log-in using Education as log-in name and Outreach as password, to gain access to the templates, guides, and help-sheets.

Newly produced guidelines for editorial style and graphic usage of the program logo are user-friendly and define an IODP style that all IOs and program member offices should use. Six hard copies of each guide book were distributed to all around the table for further distribution at home. The guides should serve as reference material for anyone writing E & O material, anyone creating and uploading web content, anyone producing brochures, posters, and other outreach material, anyone handling media relations, in particular. Printed-out web site pages distributed to each TF participant showed how to do the log-in and how to access the materials.

In discussion about how to emphasize IODP in stories about expeditions, science research, the drillships, and other program initiatives, Nancy emphasized the fact that the guidance provided by the funding agencies in Aug. 2005 should be considered fundamental to releasing IODP news. In addition, stock language should be included in releases and funding agencies should always be mentioned at the beginning of an interview. Placing IODP in an international context at the beginning of any outreach opportunity is an easy way to convey the global significance and structure of the program, the diverse research parties, and the scope and ambition of the program. It was also noted that IODP news releases were too long compared to the length preferred by the media; discussion varied about whether stock language contributed to this problem. However, all agreed that “news first” had to be a priority and had to be demonstrated to the science parties on each effort.

Story angles were discussed, including science as diplomacy. Each IO E & O representative agreed that getting the international angle of the story right was important to all: when the *Chikyu* is promoted for example, the JOI Alliance wants to be mentioned as a beneficiary of Japan’s largesse in building the ship. When the Phase I expeditions on the *JOIDES* are discussed with reporters, CDEX wants to be recognized as a funding partner with Japanese scientists on board; ECORD also wants the fact that European scientists are part of the expedition teams to be conveyed. We delved further into the angle: American and European scientists benefit from Japan’s contribution of the *Chikyu* to the program. By making the *Chikyu* internationally accessible to scientists, Japan increases its prominence as a world leader in scientific research. Very important to distinguish the program with accurate information about the unique relationships inherent to this program and to consistently indicate the international contributions inherent to all program elements: SAS, publications, proposals, science parties.

To get everyone to recognize the tasks required to integrate news release and to attain consistency in outreach, Nancy distributed and discussed a checklist of “How to Release IODP News.” It outlines 11 steps that support communications leading to coordinated news release, meaning released simultaneously by all IODP partners in real time, with all news contacts prepared and in synch with one another.

The discussion, kindled by a NEWSWEEK story about the *Chikyu*, underscored the importance of getting the story right not only for the sake of the accuracy of the single placement in question, but also to ensure that news articles emanating from a single significant news report (such as NEWSWEEK) will accurately depict the program. News features that appear in prominent media such as NEWSWEEK ignite volumes of coverage in radio, newspapers, web dailies, and newsletters. A single story that diminishes the scope, size, intent, and structure of the program does no one any favors, least of all the public, which is a major target of general interest media outreach. Because the program is supported by public funds, it is important to disclose the facts of the program. The NEWSWEEK story did not mention IODP nor did it indicate that the *Chikyu* is anything but a Japanese drilling vessel to be used by Japanese for Japanese—far from the full story and in fact, dwarfing the drilling vessel’s role. This does nothing to support ECORD’s efforts as a drilling partner or USIO’s efforts as a drilling partner. There seemed to be general understanding of these fundamentals and a tacit agreement to move forward with a more integrated approach.

Weekly updates of IODP news coverage are posted at the E & O Community Access page. Each entry shows the top stories published that week. Discussion followed about how to integrate the program’s news monitoring efforts; no one uses any sophisticated search company or method to collect news clippings due to cost and time restrictions. There was recognition of the fact that we do not currently have global measures or reports of IODP coverage.

Discussion of E & O’s lack of integration led to the identification of factors that inhibit consistency and depth in conveying information to the media. The TF participants went around the table and stated in percentages, what portion of their time and efforts were devoted to IODP during a typical week, month, or year. The break-out is as follows:

USIO — a communications director, media relations associate, and education director, each contribute about 40 percent of their time.

ECORD □ With only one expedition a year, the two outreach professionals, one at BGS, one at BCR, contribute 25 and 15 percent, respectively, of their time, to IODP.

CDEX □ One outreach specialist contributes half her time to IODP, primarily with respect to promoting the *Chikyu* this year.

IODP-MI – the communications director works 100 percent on IODP, as does a webmaster.

Only the USIO has a dedicated Education specialist and she works on IODP 40 percent of the time.

Given the shallow staffing of IODP Education and Outreach, the TF members were asked to begin brainstorming about how to better integrate communications efforts across the program both internally and externally. On Meeting Day Two, a list will be compiled for implementation in 2006.

After a short coffee break, the group returned to scrutinize the new IODP style guidelines and measure current program publications in the new light they provide. Used together, the two new guides aim to create a family of publications that look connected by color, by language, by program symbol. Currently the three newsletters created by the IOs and program member offices bear little resemblance to one another and only one uses the program logo on its cover to indicate content. We discussed how the other two could modify their presentation and content to better represent IODP and to serve their readers better. There were agreements from around the table to improve next editions by closer adherence to the new guidelines.

The morning sessions ended so that the group could reconvene in the hotel lobby and board minivans that would take us to the *Chikyu*, where the group would have lunch and tour the ship, take pictures, and notes. Everyone was enthusiastic about gaining personal experience with the drilling vessel 1) to better represent the *Chikyu* to the media and 2) to gain some mastery over the most pertinent information about the ship, mainly scale, technologies on board and other special features.

Led by Yoshi Kawamura and at times, Shin'ichi Kuramoto, the E & O TF started its tour at the helipad, working its way down to the nerve center of the ship, the deck where the drill pipe is stacked, to the bridge, the laboratories, the co-chief scientists' office, the quarters for the science party, the lounge, the moonpool, circling back to the tea room for a traditional ceremony. TF members learned that the central theme behind the tea ceremony is enhanced communication and the creation of an environment conducive to effective communication.

The TF reconvened aboard the *Chikyu* for its last formal session of the day. The topic for discussion involved the question of how to promote a sea-going research program when there would be no drilling vessels actively at sea for roughly 18 months, while one undergoes refurbishment and the other completes testing and training operations. The following ideas were shared:

- To take advantage of the long lead time before the *Chikyu*'s first expedition, IODP-MI will launch the first phases of production of a feature film documentary. This includes filming key IODP figures and events and creating a series of short, informational DVDs primarily intended for media distribution, web-streaming, and exhibition at large venues such as AGU, EGU. Special emphasis will be given to NanTroSEIZE, but the entire program will be profiled. Although the short DVDs will be released as they are produced, the long-term goal is to produce a feature-length film that can be released at a full-scale launch event to promote NanTroSEIZE getting underway. The event, both real (ship in port at

some large media center) and virtual, i.e. satellite news release, would showcase the international partnerships that support IODP, the state-of-the-art drilling vessels it uses, the scientific goals of the program, and the timely and important research NanTroSEIZE will undertake. The first DVD is to be released at AGU in Dec. 2005; the second segment could be ready for EGU. Albert Gerdes requested storyboarding for the project so that more input could be generated from others in the community.

- A new booklet about IODP and its first phase of expeditions will be produced. Intended as a tool to be used by funding agency leaders as well as for general outreach opportunities, the booklet will be planned as a high-quality text to showcase the program to potential consortium partners/nations/other program investors. The piece is currently envisioned as a full color publication, saddle-stitched, approximately 30 pages, approximately 8 inches by 10 inches (slightly smaller than A4 turned sideways), with many photos and images. Its cover is planned with a varnished finish, or glossy stock—it is loosely modeled on promotional booklets published by NASA and the U.S. National Academy of Science. Produced in a landscape orientation, its content is to include background on the IODP mission, its structure (SAS), the funding agencies, the IOs, the program member offices, the scientists (by specialties, with illuminating examples of “at work” photos). Each completed expedition is to be presented over a double-page spread and show its objectives, achievements, route map, borehole locations, short bios, photos and attributions from each of the co-chief scientists. These pages will require variety: cross-section slides of core samples, details of drill bits, piston cores, etc. Timelines will be useful visual/informational aids throughout. Future expeditions will also be included. The aim of this book is to attract attention through beautiful photos and other visual information—to give a reader (or a recipient who just scans through) a thought-provoking piece of information instantly—on each overleaf. Tentative production date: March 31, 2006 (or at least a production draft).
- Consensus on continuing the series of four regional exhibitions at science conferences in Europe, the United States, Singapore, and Japan. No major changes to the current arrangements, in which IODP-MI covers the cost of the booth registrations and each respective IO plus IODP-MI Sapporo cosponsors the booth activity, including onsite logistics.
- Introduction of IODP Day, March 31, 2006, and background on the Management Forum and how E & O can attain greater support from management by providing strategic direction and tactics that support integration of the program at deeper, more constant levels. Sessions on the following day to focus on recommendations to the forum in an effort to strengthen the relationship between IODP leadership and education and outreach implementation.
- Emphasis on development of Education web pages and integrating existing pieces on IODP.org.

The day’s meeting concluded and the group returned to the hotel, convening an hour later for a group dinner, where further informal professional exchanges occurred.

Day Two

The Task Force meets and begins discussion about how to better network to improve how we work together and to try to offset some of the challenges identified in yesterday's session. The following ideas were suggested:

1. Quarterly submissions of news coverage gathered by IOs to IODP-MI to support a more integrated approach to news monitoring and measurement. It was agreed that each office would submit a quarterly report of media coverage in their region or nation to IODP-MI Communications. The submission schedule would be: March 31, June 30, Sept. 29, and Dec. 29 in 2006. Nancy will send out reminders to TF members ahead of time to encourage submissions. A better snapshot of IODP's international news penetration can then be compiled in reports for the funding agencies.
2. Prepare materials for scientists to encourage their active participation in developing greater skill in actively placing IODP messages in the media, beyond the elementary basics of simply reacting to media questions in interviews. Suggestions included the development of a pamphlet for scientists about their role in relaying science news to journalists. These pamphlets could be distributed as part of an expedition information packet to science party members. Jon Corsiglia volunteered to provide text that already exists on this subject for repackaging or editing or source material. This material could be construed as an extremely simple version of a media policy, in lieu of a more formal document that has been difficult to write and present successfully to scientists in the IODP community.
3. Coordinate with the IODP-MI publications manager to learn when IODP scientists publish in major science journals, such as *Nature* and *Science*. Early insight from the publications manager about such placements by IODP scientists would give IO E & O specialists opportunity to promote scientists and their findings locally and regionally.
4. Find online material from universities about media relations. Use these sources for media tips in *IODP E-News* to provide scientists with familiar, trusted sources for the information.
5. Develop a seminar for co-chief scientists and science party members to present at meetings such as AGU, EGU, AOGS, and JGU. Production of a workbook would be a useful part of the seminar: exercises in creating key messages, writing lead sentences and headlines, releases, tips on media appearances, conveying pre-defined messages in a style and language appropriate for journalists.
6. Maximize all IO outreach specialists on every IODP expedition: making sure that every scientist on board is represented by an IO outreach specialist who can make media calls promoting that scientist to targeted media. Currently only the "host" IO promotes any single expedition.

A spreadsheet was circulated to indicate who must always be included on correspondence about E & O matters when communicating online. (See Appendix B)

A short break was followed by IO updates on scientific ocean drilling expeditions:

1. **ESO**—Albert Gerdes discussed the three transects getting underway on the Tahiti Sea Level Expedition. He and Dan Evans informed us about timing of the onshore

science party meeting and also advised us to include Patricia Maruejol as part of the E & O Task Force as she is quite involved in implementation of outreach activities and web activity. Albert also told us about a traveling photo exhibit derived from ACEX, opening on Jan. 13, 2006. It will be available to IODP offices by request after March 1, 2006. It consists of news and artistic images. Albert's PowerPoint presentation, a summary of ESO activities over the last year, is attached. (Appendix C) Dan Evan's PowerPoint, primarily on Tahiti Sea Level Exp. 310 is also attached. (Appendix D)

2. **USIO**—Jon Corsiglia presented information about the current USIO education program that was demanding Leslie Peart's presence: School of Rock. The program, an intensive 12-day expedition for educators, recruited 14 educators to take to the seas aboard the *JOIDES Resolution*. A captive audience, the educators (from formal and informal venues) received lectures, hands-on lab experience with core samples and support creating teaching materials about ocean-drilling science. Jon also reported on the schedule of expeditions he has worked on since joining JOI: Gulf of Mexico Overpressures, Superfast Spreading Crust series, and Cascadia Margin Gas Hydrates. Jon's PowerPoint is attached as Appendix E.

3. **JPIO**—Presentations were given by Chieko Aizawa of CDEX and Yukari Kido of IFREE, both JAMSTEC divisions. Chieko focused on the promotion of the *Chikyu*, describing a series of open houses and public visitation that brought more than 26,000 citizens aboard the new drilling vessel, while Yukari focused on JDESC outreach initiatives, including workshops and exhibitions at science conferences. JDESC exhibited at the Chiba Meeting on Earth and Planetary Science, the Korea Society of Oceanography, Asia Oceania Geosciences Society meeting, and the Geological Societies of Japan held in Kyoto. Chieko's PowerPoint, attached here as Appendix F, outlines outreach to museums via the web site (265,000 page views per month up to November), through open houses, media relations and news placement, and conference exhibits. Two issues of the CDEX publication "CHIKYU HAKKEN" have been produced. Yukari's PowerPoint, Appendix G, explains JDESC objectives and methods for reaching out to young scientists at universities, museums, and other educational venues, in coordination with CDEX. The Asian Sand Project was a successful program offered to high school and university students.

4. **IODP-MI**—Nancy Light overviewed IODP initiatives to come: a booklet to promote the first phase of expeditions, the program, and its mission, goals, and achievements; a film documentary underway with a short DVD nearly ready to debut at AGU; IODP Day, an opportunity to showcase E & O achievements to IODP leadership; *Scientific Drilling*, a new joint journal published through the Sapporo office; plus, provided a short update on Oceans Hall, the Smithsonian Institution project underway that includes IODP as a centerpiece of the section called "Journey Through Time." On the latter, exhibit signage has been reviewed and edited by JOI (L. Peart) and IODP-MI staff (N. Light) and negotiations are underway for the production of a short video that will overview IODP, its history, its mission, and its achievements.

The afternoon sessions focused on recommendations that would strengthen E & O as a strategic management direction, given our constraints in E & O personnel and budget. The primary goals of the recommendations made are to:

- Centralize E & O objectives into shared action program-wide;
- Streamline international outreach about IODP;
- Ensure that all the program's parts and partners communicate with consistent messages about the program, its mission, and its goals;
- Promote all science initiatives and scientists' IODP participation locally and regionally to maximum effect;
- Have management-approved messages about IODP in relation to all its activities, operations vessels, expeditions, and participants.

The resulting recommendations (Appendix H) suggest strategic actions that would efficiently and significantly increase the volume of contacts to targeted media on behalf of IODP. The recommendations also encourage Management Forum members to take an active role in crafting key IODP outreach messages. This latter action is important in ensuring that E & O outreach staff act as one, rather than taking national or institutional cues that might diminish IODP emphasis in favor of other institutional priorities.

The IODP-MI Director of Communications is available and ready to actively advance the strategic plan suggested. The plan takes the first step in integrating across IOs E & O Annual Program Plan goals and budgets.

When the TF completed its recommendations, the meeting had overrun its time. Rather quickly, it was decided that the TF's next annual meeting would be held at the University of Bremen, hosted by Albert Gerdes, Oct 12-13, 2006.

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APPENDICES

Appendix A □ E & O Task Force Participants List

Appendix B □ E & O Contact Network spreadsheet

Appendix C □ Albert Gerdes' ESO PowerPoint

Appendix D □ Dan Evans' Exp. 310 PowerPoint

Appendix E □ Jon Corsiglia's USIO PowerPoint

Appendix F □ Chieko Aizawa's CDEX PowerPoint

Appendix G □ Yukari Kido's IFREE/J-DESC PowerPoint

Appendix H □ E & O Task Force Recommendations for Management
Forum

E & O Task Force Participant List

	Name	Organization	Address	Nationality	E-mail
1	Alan Stevenson	British Geological Survey (BGS)	Murchison House, West Mains Road, Edinburgh EH9 3LA.	British	agst@bgs.ac.uk
2	Albert Gerdes	Universitat Bremen	Klagenfurter Str., D-28359, Bremen, Germany Postfach 33 04 40	German	agerdes@marum.de
3	Chieko Aizawa	Japan Agency for Marine-Earth Science and Technology	3173-25, Showa-machi, Kanazawaku, Yokohama, Kanagawa, Japan, 236-0001	Japan	aizawa@jamstec.go.jp
4	Dan Evans *	British Geological Survey (BGS)	Murchison House, West Mains Road, Edinburgh EH9 3LA.	U.K.	devans@bgs.ac.uk
5	Eve Arnold	Stockholm University	SE-106 91, Stockholm, Sweden	U.S.A.	emarnold@geo.su.se
6	Jon Corsiglia	Joint Oceanographic Institutions	1201 New York Ave., NW, Suite 400 Washington, DC 20005	U.S.A.	jcorsiglia@joiscience.org
7	Jun Fukutomi	Japan Agency for Marine-Earth Science and Technology	3173-25, Showa-machi, Kanazawaku, Yokohama, Kanagawa, Japan, 236-0001	Japan	jfukutomi@jamstec.go.jp
8	Nancy Light, chair	Integrated Ocean Drilling Program Management International, Inc.	815 Connecticut Avenue, NW, Suite 210 Washington, DC 20006	U.S.A.	nlight@iodp.org
9	Saneatsu Saito *	Integrated Ocean Drilling Program Management International, Inc.	CRIS Building-Rm. 05-101, Hokkaido University, N21W10, Kita-ku, Sapporo, 001-0021, Japan	Japan	ssaito@iodp-mi-sapporo.org
10	Yoshihisa Kawamura	Japan Agency for Marine-Earth Science and Technology	2-15, Natsushima-cho, Yokosuka, Kanagawa, 237-0061, Japan	Japan	kawamuray@jamstec.go.jp
11	Yukari Kido	Japan Agency for Marine-Earth Science and Technology	236-0001 3173-25, Showa-machi, Kanazawaku, Yokohama, Kanagawa	Japan	kidoy@jamstec.go.jp

* observer

APPENDIX B

Education and Outreach Contact Network

When you contact. . .	IODP-MI	ESO	CDEX	USIO
	CC List	CC List	CC List	CC List
Albert Gerdes		Alan Stevenson, Patricia Maruejol (web issues) maruejol@crpg.cnrs-nancy.fr		
Alan Stevenson		Albert Gerdes, Patricia Maruejol		
Chieko Aizawa			Jun Fukutomi, Yoshi Kawamura	
Jun Fukutomi			Chieko Aizawa, Yoshi Kawamura	
Yoshi Kawamura			Jun Fukutomi, Chieko Aizawa	
				sboa@joiscience.org
Jon Corsiglia (use all USIO ccs)				lpear@joiscience.org
				mniemitz@joiscience.org
Susan Boa (use all USIO ccs)				annklaus@iodp.tamu.edu
				iturrino@ldeo.columbia.edu
Leslie Peart (use all USIO ccs)				jlieb@joiscience.org (web issues)
Nancy Light	Laura Paris (web issues) lparis@iodp.org			

ARCTIC CORING EXPEDITION



Hachinohe, Nov. 14, 2005

A. Gerdes

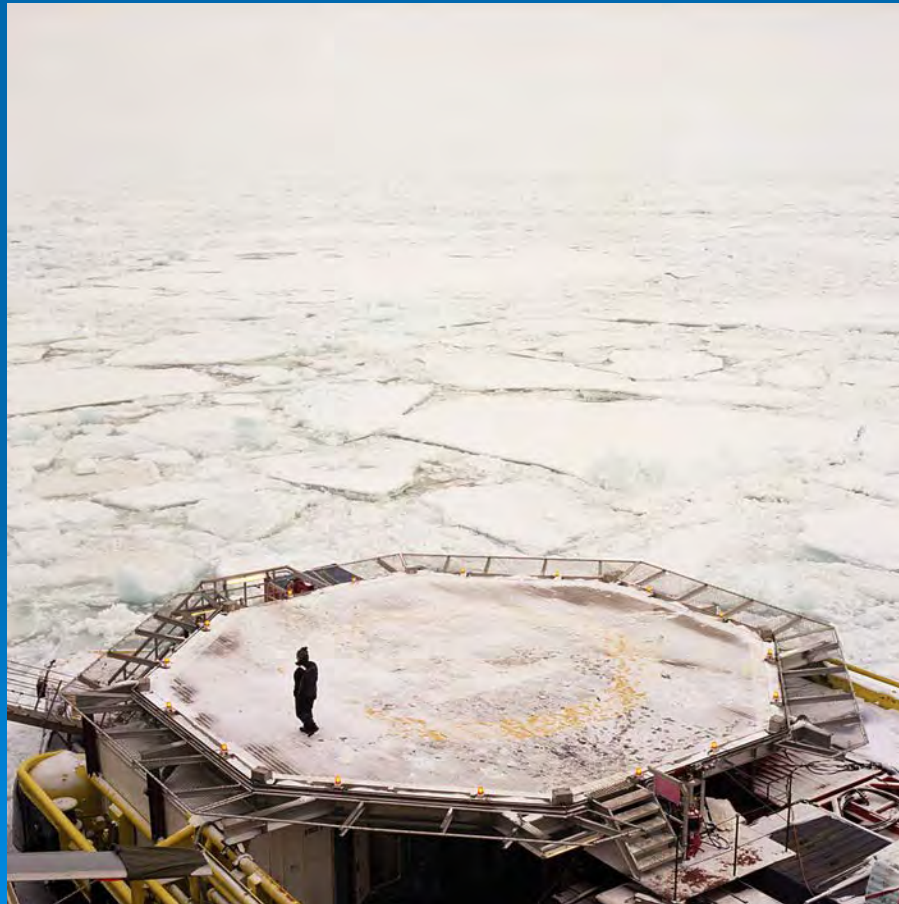
ACEX Science Party Media Conference November 16, 2004



ACEX Science Party



ACEX Artist's Program



Hachinohe, Nov. 14, 2005

A. Gerdes

ACEX Artist's Program

Travelling Exhibition:
„Journey into the Ice“
by Hannes von der Fecht
Opening: January 13, 2006



ACEX Artist's Program

Travelling Exhibition:

31 photos on aluminium plates,
47 x 47 cm, 57 x 37 cm

18 reportage, 13 artistic



ACEX Artist's Program

Travelling Exhibition:

Available from March 1st, 2006



The Tahiti Sea Level Expedition





Reception at Sheraton Hotel, Papeete



Outreach activities, Papeete

Hachinohe, Nov. 14, 2005

A. Gerdes



DP Hunter off Maraa,
Southwest Coast

Coring Locations





Objectives:

- Establish course of post-glacial sea-level rise 20,000 to 10,000 yrs BP



Objectives:

- Establish course of post-glacial sea-level rise 20,000 to 10,000 yrs BP
- Define short term paleoclimatic changes, especially SST variations, for the region last 20,000 yrs



Objectives:

- Establish course of post-glacial sea-level rise 20,000 to 10,000 yrs BP
- Define short term paleoclimatic changes, especially SST variations, for the region last 20,000 yrs
- Analyse impact of sea-level changes on reef growth, geometry and biological makeup



Working deck



Curation
Microbiology
Logging
Storage

Working deck



Core on deck



Core catcher / Co-Chief



Co-Chief / Core catcher



Coral expert / Sedimentologist



CORE	T.D.	Top	Bot	1.	2.	3.	4.	REMARKS
1R	10:46	12.0	12.50	0.12	—	—	—	0.28
2R	11:18	13.10	13.20	0.14	—	—	—	0.21
3R	11:43	13.30	13.34	—	—	—	—	0.19
4R	12:15	14.27	14.32	—	—	—	—	0.20
5R	12:45	14.48	14.52	0.07	—	—	—	—
6R	13:22	20.22	21.02	0.84	—	—	—	—
7R	14:05	21.42	22.42	0.94	—	—	—	—
8R	14:35	22.42	23.05	0.63	—	—	—	—
9R	14:52	23.05	23.21	0.16	—	—	—	—
10R	15:12	23.21	23.40	0.19	—	—	—	—
11R	15:35	23.40	23.72	0.32	—	—	—	—
12R	15:55	23.72	24.01	—	—	—	—	—
13R	16:15	24.01	24.18	0.17	—	—	—	—
14R	16:40	24.18	24.38	0.20	—	—	—	—
15R	17:05	24.38	24.68	0.30	—	—	—	—
16R	17:28	24.68	24.98	0.30	—	—	—	—
17R	17:50	24.98	25.21	0.23	—	—	—	—

Curators



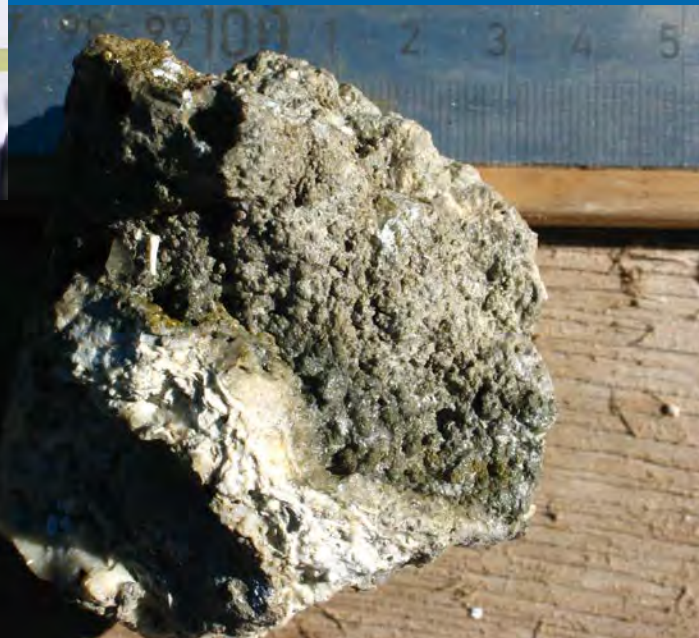


Microbiologists



Fe-Mn crust

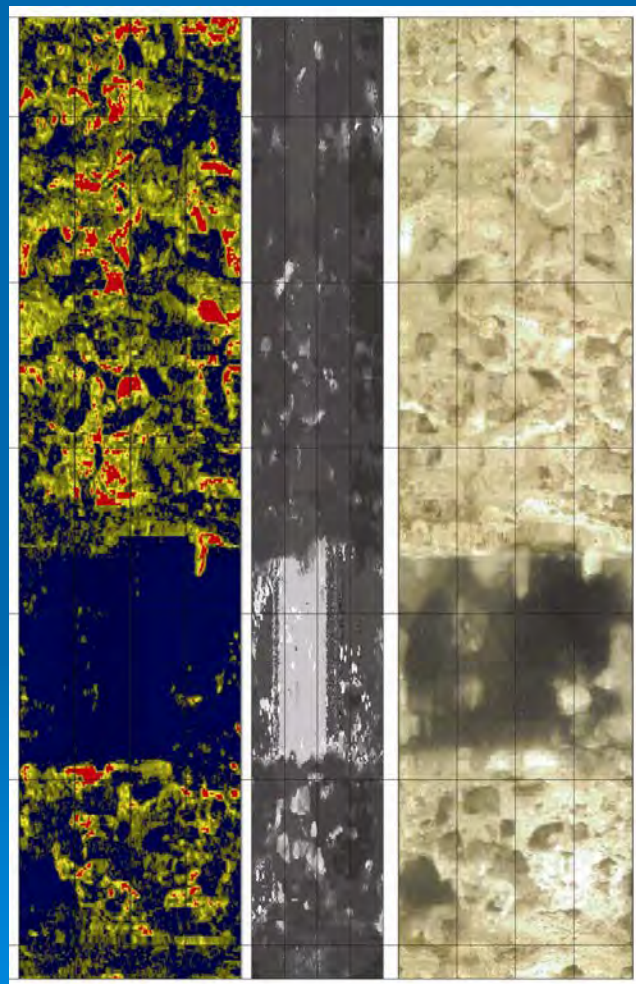
Microbiology



Microbiolites



Logging





The Brain





Outreach

Hachinohe, Nov. 14, 2005

A. Gerdes



Outreach

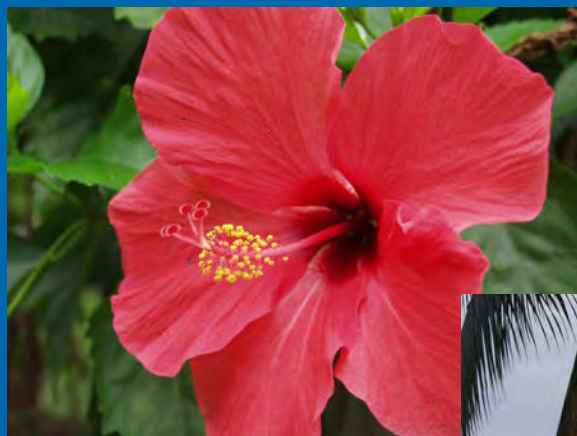
Hachinohe, Nov. 14, 2005

A. Gerdes

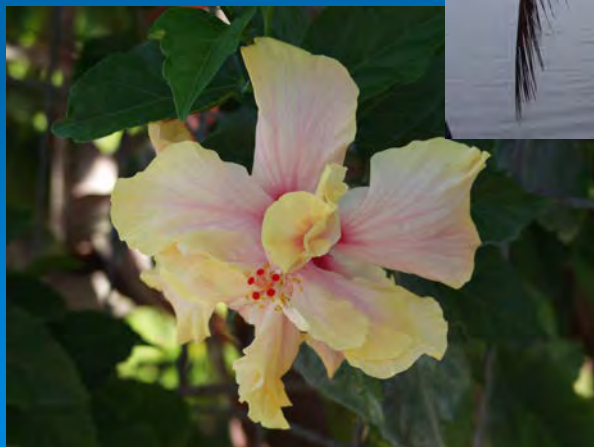
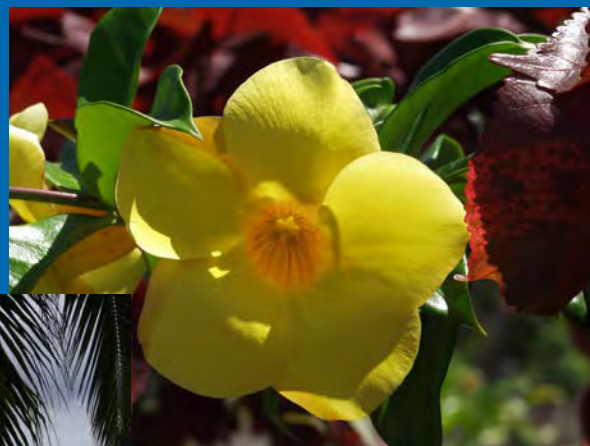


9 am. After a good night's rest, Stuart gets up for another hard shift.

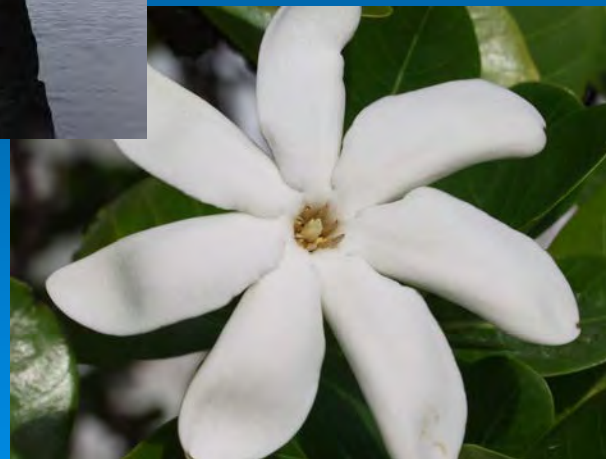
Expedition spirit



Tahiti



spirit





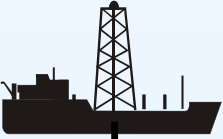
Education and Outreach Task Force

Hachinohe, 14-15 November 2005

ESO Report



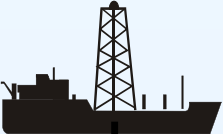
British Geological Survey
NATURAL ENVIRONMENT RESEARCH COUNCIL

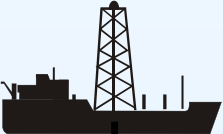


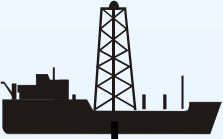
Tahiti Sea Level IODP Expedition 310



2005







**Piggy-back
system on
rooster box**

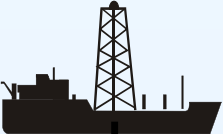




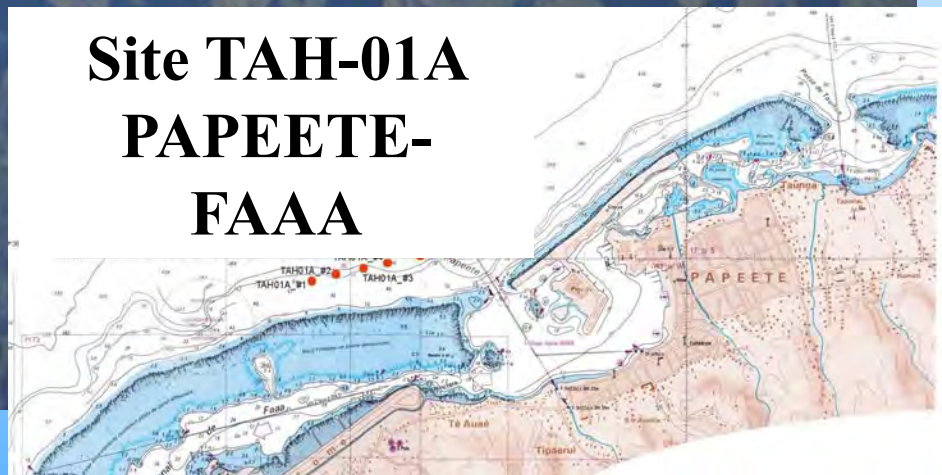
Site TAH-01A
PAPEETE-FAA

Site TAH-02A
TIAREI

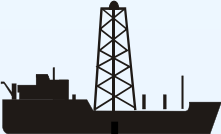
Site TAH-03A
MARAA



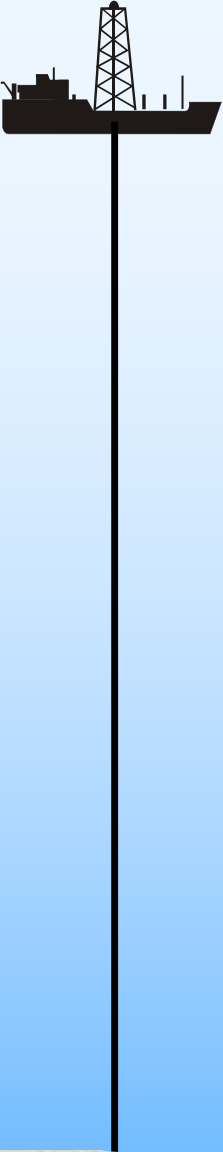
Site TAH-01A PAPEETE- FAAA











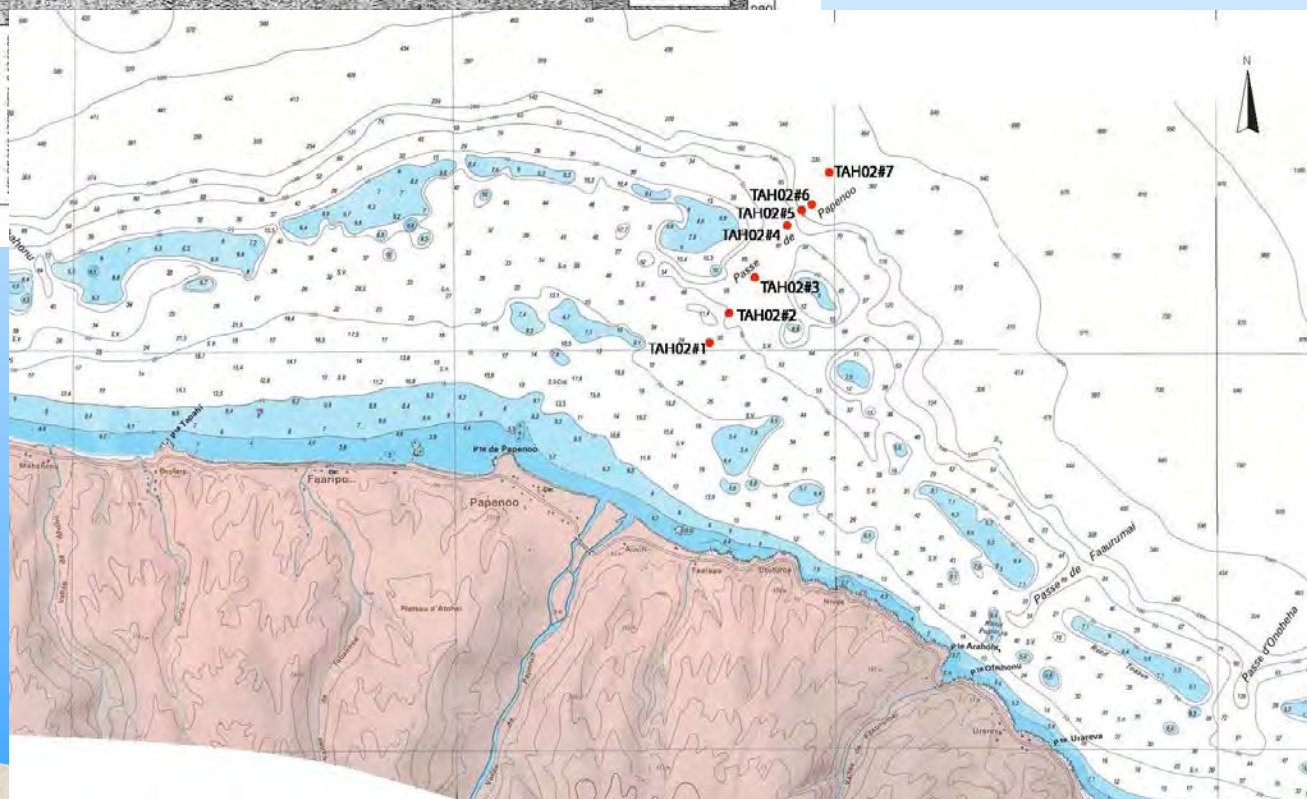
View from the *DP Hunter* on site at Maraa

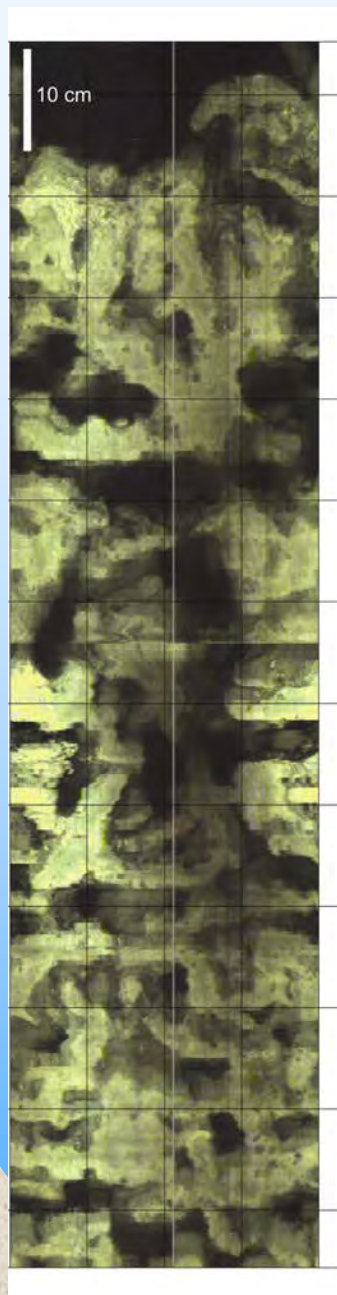
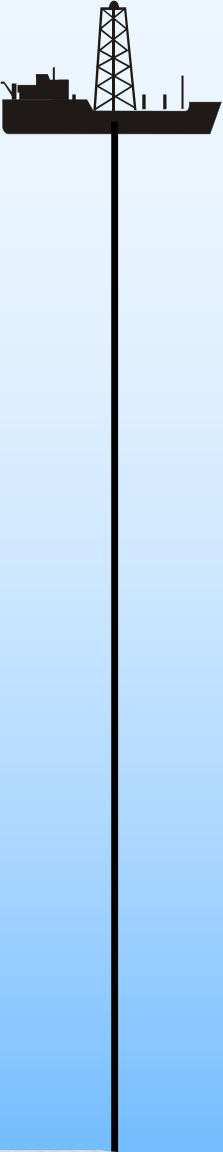


Site is c.150 metres from the reef

Hunter at Maraa Transect





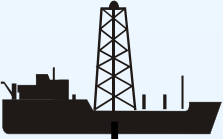


Expedition 310, Tahiti Sea Level

- 6-7th January – ESO E&O meeting in Paris in preparation for Tahiti Expedition
- 25-29th April. EGU Vienna
 - IODP booth, organised by EMA
 - Tahiti brochures prepared in English (later produced in German, French and ??Japanese)
 - Town meeting with ICDP
- ?? September – ESO E&O meeting in Aix-en-Provence
- 28th August - 4th October, Mobilisation in Tampa and transit to Tahiti

Expedition 310, Tahiti Sea Level

- Press release issued on 1st October
- 4th- 6th October, Port call at Papeete
 - Press conference
 - Lecture for general audience
 - Lectures in two high schools
 - Reception for VIPs
 - Visit to the ship for the press and high school students



Expedition 310, Tahiti Sea Level

- While at sea there were visits by:
 - German and French TV crews
 - Ministers of the Sea



Expedition 310, Tahiti Sea Level

- Onshore Party at Bremen will begin 13th February
 - Maximum duration of 30 days
- Will include Press Conference
 - To be organised by Albert Gerdes

EMA (Patricia Marujol)

- Continuous maintenance of the ECORD web
- ECORD Newsletter

Communicating science discoveries to the public

in a way that people - not just other
scientists - understand.

Goals

- Communicate VALUE & RELEVANCE
- Connect to issues of the day

Where are we now?

- Phase I: Laying the Groundwork
- Adapting to tight, news-style format
- Consistent use of new JOI & IODP Logos
- Port call & Expedition outreach
- Localizing our stories
- New JOI webmaster

USIO E&O Update

- Partnership with McGraw-Hill & Glenco in production of text book content, interactive websites, distance learning and professional development.
- Co-production of Summer 2005 edition of National Earth Science Educators Association (NESTA) quarterly journal, *The Earth Scientist*.

USIO E&O Update

- 2005 Teacher at Sea, Exp. 309 - July-Aug
- Leslie Peart, JOI education director, advising Science Museum of Minnesota's Water Planet project and Smithsonian National Museum of Natural History's Ocean Hall exhibit
- JOI invited to provide Jeff Fox (IODP-TAMU director, science services) and Jon Rice (2004 Teacher at Sea) as speakers at NSTA Summer Congress

USIO E&O Update

- Coordinated media activities at the *JOIDES Resolution* port call in Dublin, Ireland April 25-30, 2005 with international partners (ECORD and Geological Survey of Ireland) and in Mobile, Alabama June 1-2, 2005.

Exp. 3 | | Victoria portcall

- Journalists from 7 news organizations
- TV, Radio, 2 magazines, 2 newspapers, 1 news group
- Tour for 11 VIPs, President of Univ. of Victoria, Canada Ministers (Energy and Mines/Advanced Education
- 37 Univ. of Victoria students (U/G and Grad)

School of Rock

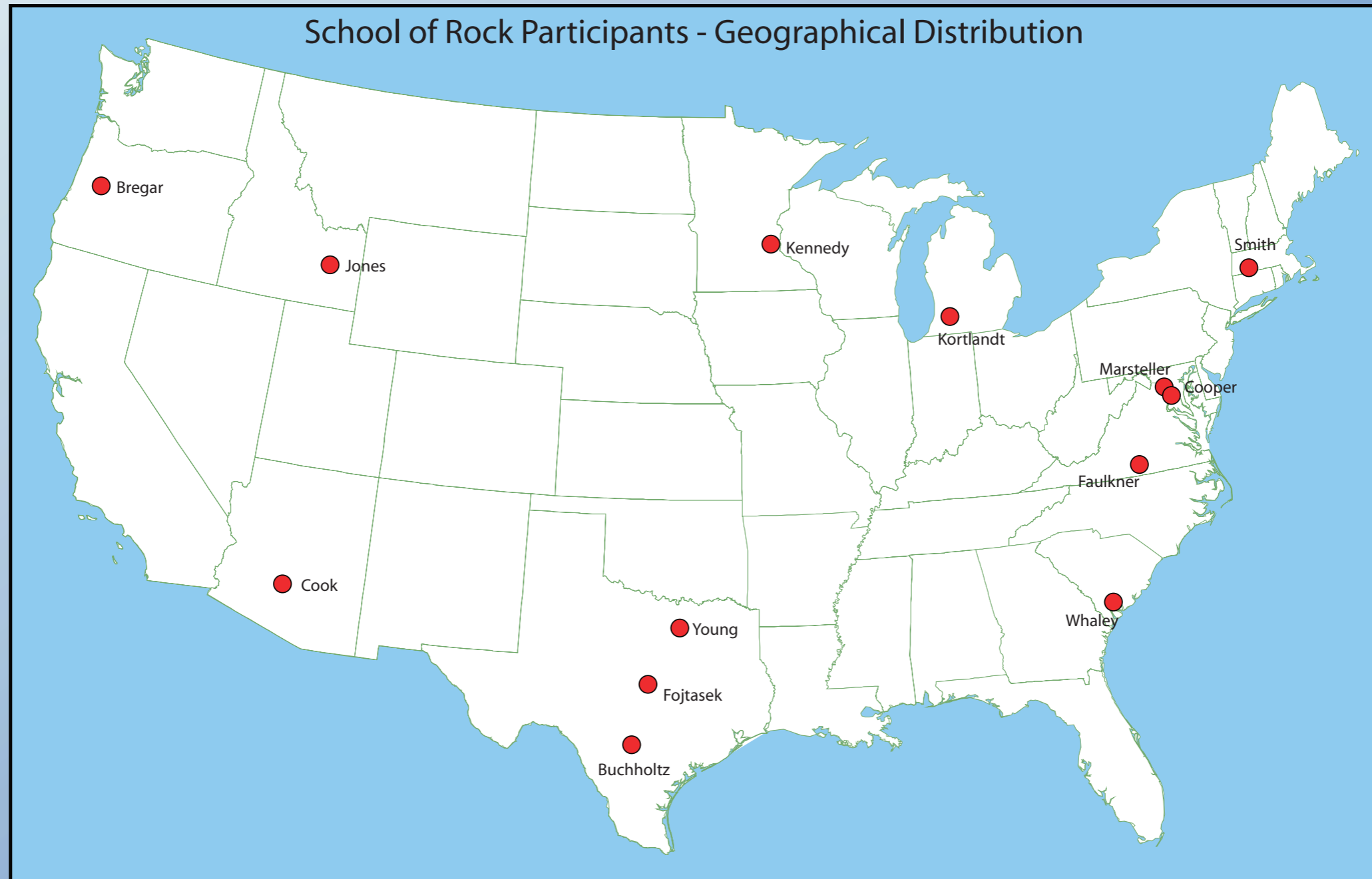


ADVANCING GLOBAL UNDERSTANDING OF THE EARTH

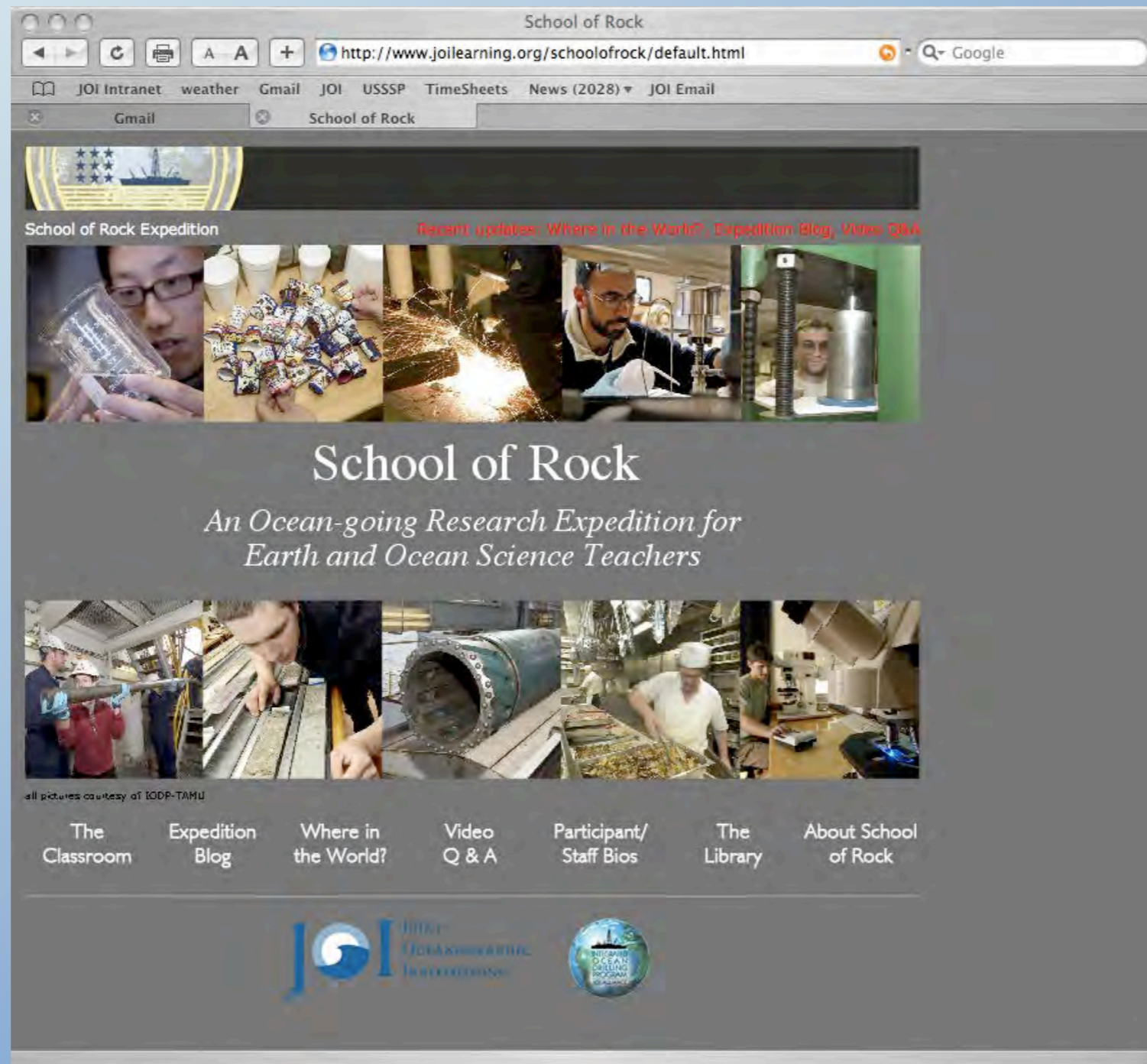
School of Rock

- 13 science educators
- Mostly high school, some middle school and some science museum educators
- 12 days aboard *JOIDES Resolution*, transit from Victoria, BC to Acapulco, Mexico
- Scientific ocean drilling immersion
- Return to classrooms & teach students

School of Rock



www.joilearning.org/schoolofrock



ADVANCING GLOBAL UNDERSTANDING OF THE EARTH



CDEX Education and Outreach Activities and Plans

For IODP E&O Taskforce Meeting
Hachinohe, JAPAN
November 14-15, 2005

D/V *CHIKYU* Status and Plans



- Delivered to JAMSTEC on July 29, 2005

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2005	Construction							Training				
2006	Training			Annual Maintenance Dock		Training			→ US FY2007 Riser Drilling Exercise			
2007	Riserless Drilling Exercise		Annual Maintenance Dock		Riser Drilling Exercise			→ US FY2008 NT2-03A & NT3-01A (Riserless)				
2008	Test and Annual Maintenance Dock					NT2-03A (Riser, 215 Days)						

Events



- IODP-MI Initiatives
 - AGU, San Francisco, Dec. 2004
 - JGU, Makuhari, May 2005
 - AOGS, Singapore, Jun. 2006
- J-DESC & CDEX Joint IODP Campaigns

	2004	2005
High Schools	2	
Universities	6	5
Museums	6	7
Number of Participants	36,000	60,000

Open Houses



Date	Port	Number of Visitors
Sep. 9 ~ 10	Yokohama	2,349
Sep. 11~12	Yokosuka	5,008
Sep. 16 ~ 19	Nagoya	6,960
Oct. 9 ~10	Hachinohe	12,154
Total		26,471

The 20,000th Visitor at Hachinohe



The 20,000th Visitor being congratulated by Captain Onda

Publications



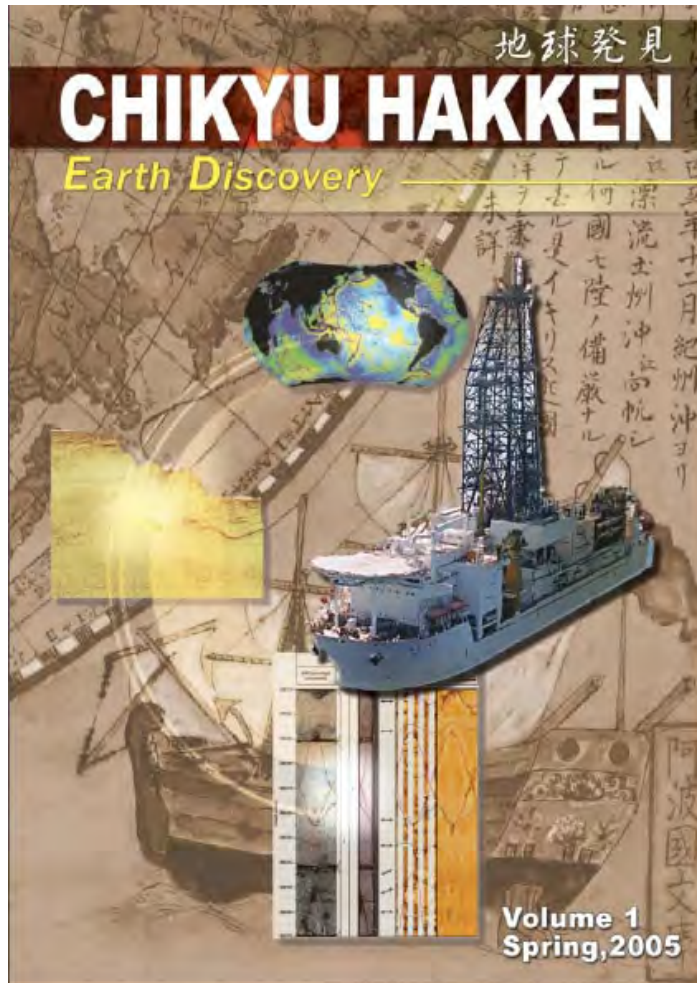
- CHIKYU HAKKEN WEB site
 - Open on June 1, 2005
 - Page view: 265,061 / Visitor: 43,689 (-Nov.1)
- CHIKYU HAKKEN News Letter (biannual)
 - Vol. 1 and 2 in 2005

CHIKYU HAKKEN WEB Site

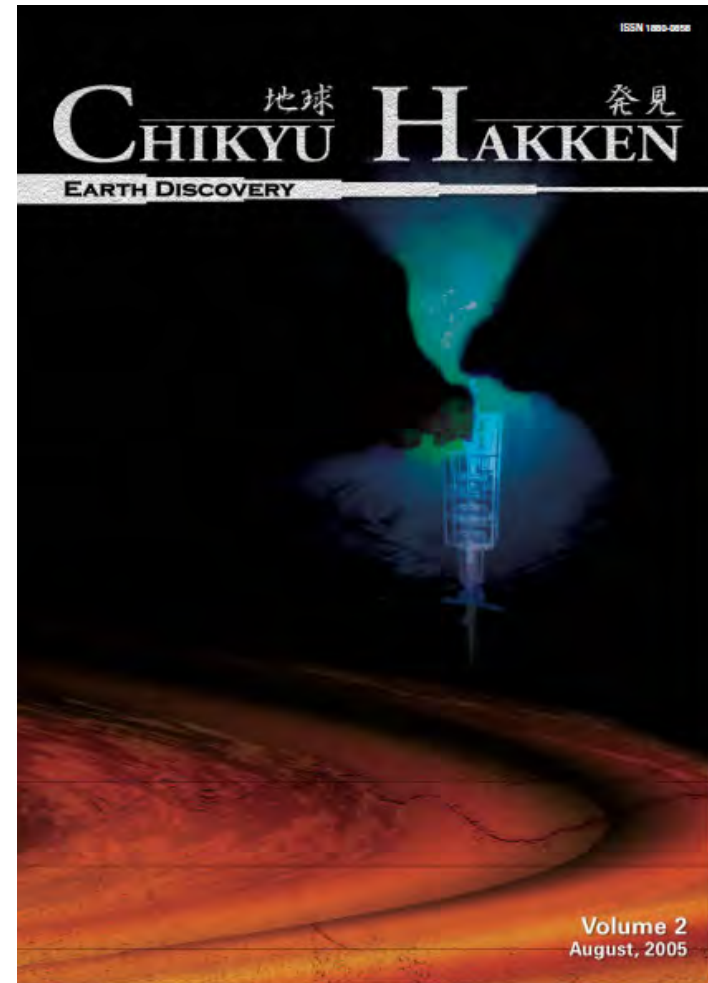


<http://www.jamstec.go.jp/chikyuu/>

CHIKYU HAKKEN News Letter



Volume 1



Volume 2

Educations



- Mid-Summer-Evening Science Class
 - About 100 children and their parents
- Pilot “Asian Sand” Project
 - Hokkaido and Hachinohe in 2005
- Teachers at Sea
 - A Science Interpreter from Miraikan on Expedition 312

Mid-Summer-Evening Science Class



At the National Science Museum, Tokyo on August 20, 2005

Pilot “Asian Sand” Project



In Hokkaido, Ukawa-river on Oct 2, 2005

News, Press, TV, etc.



- Number of Accesses, Jan. – Oct. 2005

	Japan	Overseas	Note
Magazine	26	8	<ul style="list-style-type: none">• Newsweek International• Scientific American
Newspaper	95	?	
TV Program	2		<p>Contact from</p> <ul style="list-style-type: none">• BBC (UK)• National Geographic (US)• Endemol (UK)• TVF (UK)• Science Channel (Japan)

Collaboration with Museums



- Miraikan
 - Nickname of The National Museum of Emerging Science and Innovation
 - Marine Science and Deep-sea Drilling related permanent exhibition will be open in 2006
- Mitsubishi Minatomirai Industrial Museum
 - Ocean Zone (Regular Exhibition).

Miraikan



http://www.miraikan.jst.go.jp/index_e.html

Mitsubishi Minatomirai Museum



http://www.mhi.co.jp/e_museum/main/index_ocean.html

Focus areas in 2006



- Open house
 - At least once a year
- Publications
 - WEB site, contents update in timely manner
 - News letters, 2 volumes
- Educations
 - Regular/Permanent Exhibitions at Museums
 - Lectures (science classes) and educational project
- News, Press, TV, etc.
 - Documentary filming.



Japan Drilling Earth Science Consortium (J-DESC)

updates since Oct.2004

Dr. Yukari Kido

J-DESC E&O task force
IFREE, JAMSTEC


Web site:

http://www.aesto.or.jp/j-desc/oshirase_html/





The major roles and tasks of J-DESC

- Planning IODP Science in Japan
 - Promoting proposal submission
 - Dispatch/nomination of the IMI Governors, SAS panel members and on-board scientists
 - IODP promotion to young scientists and students
 - Outreach activities to the general public
 - IODP related workshops support
 - Encourage other research fields to IODP
 - Encourage Asian participation to IODP
- 

IODP promotion to young scientists and students (supported by J-DESC)

- 4th New Year School for “Earth, Ocean & Life” (Jan. 2005)
- 2nd School for Core analysis@Kochi Core Rep. (Aug. 2005)
- 2nd School for Micropaleontology@Tohoku Univ. (Aug. 2005)
- School for Paleomag. & Rock magnetism@AIST. (Sept. 2005)



Domestic workshops & symposia (supported by J-DESC)

- Symposium for Japan Sea Deep Drilling (Nov. 2004)
- Workshop of physical property measurements for deep drilling samples (Dec. 2004)
- Workshop on borehole measurements for NanTroSEIZE (Dec. 2004)
- Workshop for material cycles in Subduction Factory (Mar. 2005)
- Workshop for Mud-Logging & Cuttings from Earth Science viewpoint: an introduction (Sept. 2005)

International Workshops

- International Workshop on Core-Log-Seismic Integration(CDEX & J-DESC) (Oct. 2005,Tokyo, Japan)
- Workshop toward Japan Sea Deep Drilling (J-DESC & K-IODP) , Planning



IODP Campaign Activities

promoted by J-DESC and CDEX
sponsored by MEXT

Universities & Museum Campaign

『地球の記憶を掘り起こせ』
“Dig up the memory of Earth”

- Civic Lecture@Senshyu Univ. (Nov. 2004)
- Special Lecture for high-school teachers (Dec. 2004)
- Okayama Univ. & Museum (Dec. 2004)
- Univ. Ryukyus & Aquarium (Feb. 2004)
- Niigata Univ. & Niigata Sci. Museum (Apr. 2005)
- Akita Univ. & Mining Museum (July-Aug. 2005)
- Tokai Univ. & Marine Science Museum (July-Aug. 2005)
- Special Lecture at Shinsyu Univ. (July 2005)
- Special Lecture at National Science Museum@Tokyo (Aug. 2005)
- Special Lecture for female high-school students @Tokyo (Aug. 2005)
- Special Lecture at Civil Engineering Dep. Of Tohoku Univ. (Oct. 2005)



Special Lecture for female high-school students @Tokyo (Aug. 2005)






IODP Campaign Activities



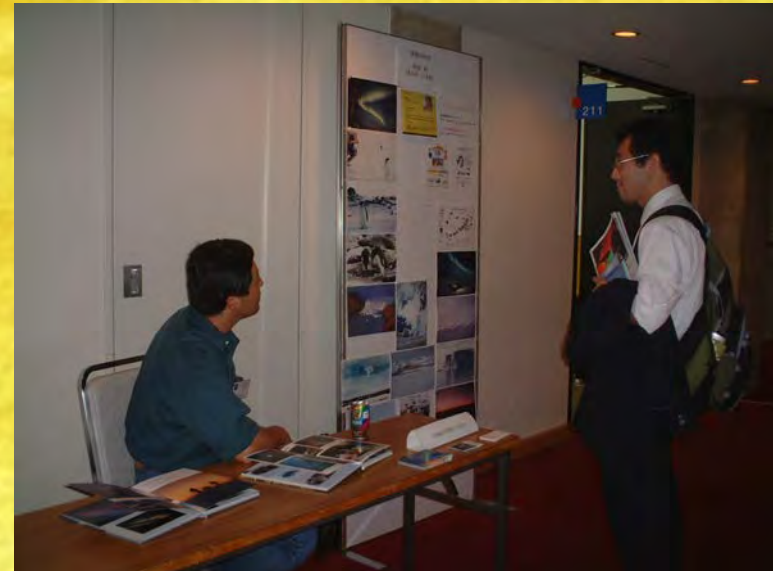
Exhibition booth with CDEX

- Joint meeting for Earth & Planet. Sciences (JPGU) @Chiba (May 2005)
- KSO (Korea Society of Oceanography) meeting @ Pusan (May 2005)
- Conference of Asia Oceania Geosciences Society @Singapore (June 2005)
- Annual meeting for Geological Society of Japan@Kyoto (Sept. 2005)
- Annual meeting for Society of Geomagnetism and Earth, Planetary and Space Sciences @Kyoto (Sept. 2005)
- EXPO 2005@Nagoya (with open house of D/V Chikyu) (Sept.2005)

Others

- Press release for every IODP expeditions (with MEXT)
 - Telephone-communicated Radio program for children (once per 3 months)
 - Special talk show in TV program
- 

Annual meeting for Society of Geomagnetism and Earth, Planetary and Space Sciences @Kyoto (Sept. 2005)





Things must be undertaken



Asian Participation to IODP

J-DESC provides ...

information, contents and opportunity of E&O more frequently
the opportunity to share the slots on IODP expedition for national
offices/consortia who are planning to join IODP.

Other research field participation to IODP (Civil engineering,
Human engineering, Pharmacy & Medical faculties, Art institute...)

And to encourage other research scientists...

Co-chiefs should provide E&O team with as much information, materials,
photos, schematic figures as they have.

J-DESC provides ...

opportunity to join E&O activity to young scientists and students.





Japanese scientists are requesting....

- More funding support to pre & post-cruise activities.
 - ◎ Currently, no IODP thematic support funds for pre & post-cruise activities in Japan. Only competitive funds are available (MEXT, JSPS, private etc).
 - ◎ J-DESC can directly handle small funds (based on admission fees) for E&O and workshop support.
 - ◎ Expedition related & SAS meeting travel expenses
 - ◎ FY2005 → JAMSTEC, AESTO, private funds


Each member offices get their funds through very different ways. Well-planned post-cruise activities (e.g., post-cruise sampling party) are essential for continuous support in Japan.

If scientific party & IOs plan to hold post-cruise sampling party, please let us know planned schedule immediately.





Current funding status

- Grant-in Aid for Scientific Research “Kakenhi” (JSPS,MEXT)
 - ◎ Proposition of new category focused on IODP related research
 - Budget proposal from J-DESC to MEXT
 - Budget proposal from each member organizations to their funding agencies (e.g., JSPS, 21st century COE)
- 



Thank you !

J-DESC secretariat office for IODP

Division of Earth & Planetary Sciences, Graduate School of
Science, Hokkaido Univ. (Apr. 2005 - Mar. 2008?)

Chair: Prof. Noriyuki Suzuki

suzu@ep.sci.hokudai.ac.jp

Secretary: Dr. Naokazu Ahagon

ahagon@ep.sci.hokudai.ac.jp

J-DESC Support Office (AESTO, Tokyo)

Coordinator: Dr. Toru Nagahashi

nagahashi@aesto.or.jp



Action Plan

Management Forum, E & O

Statement of IODP E & O today:

1. The program's identity has been established based on graphic elements and shared stock language. There is increased expedition visibility in the general media, but program visibility is less vibrant.
2. Collectively, E & O communications resources are thin: one person (Alan Stevenson) contributes 25 percent of his time from BGS; one person (Albert Gerdes) contributes 15 percent from University of Bremen; one person (Chieko Aizawa) contributes 50 percent from CDEX; two people (Jon Corsiglia, Susan Boa) work on IODP 40 percent of the time from JOI; 100 percent of time and effort is elicited (Nancy Light) from IODP-MI, DC. These amount to very limited human resources for a global outreach effort to the media.
3. Specific, essential outreach tasks associated with the expeditions are conducted, but program pitch calls to major media outlets are not done to develop in-depth stories with columnists, feature writers, editorial writers, news magazine producers and other long-term editorial relationships.
4. Opportunities do exist to promote science party members both prior to participation and when returning home from an expedition on a platform not operated by their "home IO." Currently, these scientists do not fit into a proactive promotional plan because the E & O liaison directly associated with the expedition is unfamiliar with the media in the scientist's home country, while the corresponding E & O liaison overseas is essentially "off duty" during another IO's expedition.
5. IODP lacks scientists and managers with communications skills and techniques specific to working with journalists in the general interest media.
6. There is no consensus agreement on IODP messages at the top tier of management that should be common and conveyed from all parts of the program: from scientists, managers; all program spokespeople.
7. There is little to no recognition from scientists within the program that there may be room for growth or improvement in how IODP scientists and managers effectively convey information about IODP, its drillships, its activities, and its goals.

Recommended Tactics:

1. Retain an external international communications firm to extend media outreach efforts internationally, in close coordination with IODP media liaisons, to generate more feature stories and positive buzz about IODP. Consultants will also critique and refine strategic direction.
2. Pursue funds from ECORDNET to support the pursuit of #1, in coordination with support from the USIO and IODP-MI, Washington, DC.
3. Pursue a media outreach plan for Japan through the identification of a commercial media relations outreach provider to distribute news, monitor news coverage, and place pitch calls on behalf of IODP scientists and activities.
4. Prepare a ready corps of IODP spokespeople among the Management Forum and other smaller groups of scientists (i.e. staff scientists, IO managers, expedition scientists) to develop communication skills particular to the media interview process. Focused sessions on these particular skills would be organized by the E & O program professionals.
5. Provide guidance on communications: Decide on key messages for IODP and identify sub-messages important to other partner organizations that must also be conveyed in media outreach. What is the MF's collective perspective on identifying program sources (spokespeople) first as IODP and secondly as one of IODP's funding agencies, operators, or scientists?
6. Improve internal communications by more frequent personal dialog with program partners, to support information-sharing and problem-solving.