

Education & Outreach Task Force

**October 12-13, 2006
Bremen, Germany**

Agenda

Wednesday, October 11

Arrival at Hotel Atlantic Hotel Turf (Galopprennbahn)

19:00-20:00 Informal Welcome Reception, Hotel Atlantic restaurant
Hosted by IODP-MI

Thursday, October 12

(Meeting at DFG Research Center Ocean Margins,
University of Bremen)

- 08:30 1.0 Greetings, introductions/roles in IODP
Nancy Light, Director of Communications, IODP-MI
- 08:40-09:45 2.0 Opening Discussion: E & O performance in FY06
- 2.1 Key stories/activities: examination of how they were covered/attended.
 - 2.2 Media coverage/messages placed (ACEX as case study, www.iodp.org/more-ACEX-news-coverage/)
 - 2.3 Review of news release coordination: who promotes whom, when and how.
 - 2.4 Contact network/process/helpful resources, i.e. IODP message of the day/week?
 - 2.5 What is program news? What is IO news? IOs working together: national or international?
 - 2.6 Review/update of stock language
- 9:45-11:00 3.0 Improving the E & O Network
- 3.1 Review of IO contractual agreements with IODP-MI re communications planning and implementation
 - 3.2 Review Management Forum recommendations
 - 3.3 Review RevCom recommendations
- 11:00-11:15 Coffee break
- 11:15-12:30 4.0 Implementing E & O: Writing IODP Outreach Policy
- 4.1 Coordinating principle from LAs
 - 4.2 Review of current news release guidelines--extending planning and implementation processes to scientists
 - 4.3 Expedition Communications Task Force—new policy and recommendations to E & O.

4.4 Publications, releases, images, rights, legalities

- 12:30-13:15 Break/Lunch (on campus)
- 13:30-15:00 5.0 Tour of Bremen Core Repository, Q & A with curator
- 15:00-15:15 Break and regroup
- 15:15-17:00 6.0 Assessing Opportunities for IODP Education Outreach
- 6.1 International/National initiatives; global theme
 - 6.2 International Polar Year
 - 6.3 International Year of Planet Earth
 - 6.4 Japan-U.S. Public Understanding of Research
 - 6.5 *Science* Education Forum
 - 6.6 ECORD teachers workshop at EGU 07
 - 6.7 IODP Education Online
 - 6.8 Expanded outreach to museums
- 17:00 Conclude Monday meeting.
- 18:00 Transfer to restaurant
Dinner
Transport to hotel by RCOM buses

Friday, October 13

DFG Research Center Ocean Margins
University of Bremen

- 8:30-10:30 7.0 Preparing for NanTroSEIZE
- 7.1 Construction of an integrated communications plan, including launch events; co-promotion; special events
 - 7.2 Messages from/about the expeditions/Stage 1
 - 7.3 Messages about drilling vessels
 - 7.4 Using an external consultant: one communications plan, three approaches
 - 7.5 Creating an Education component
 - 7.6 Assess need for external funding
- 10:30-10:45 Coffee break
- 10:45-12:15 8.0 IODP Education Outreach—Selecting projects
- (11:00-12:00) 8.1 Break-out session: Planning selected IODP campaigns.
- (12:00-12:30) 8.2 Write communications plan(s) for integrated outreach project(s).

- 12:30-13:15 Lunch (on campus)
- 13:30-15:00 9.0 Wrap-up: Outreach/Media Policy
9.1 Criteria for tv companies, contracts/agreements,
ranking priority requests
9.2 Break-out session: discussion priorities, process,
9.3 Final recommendations
- 15:00-15:15 Break
- 15:15-16:30 10.0 Outreach Inventory—Identifying what’s new and what needs to be coordinated
10.1 Expanded booth outreach
10.2 Experts’ list
10.3 New publications
10.4 Stocking informational collateral—how, through whom?
10.5 Media monitoring/measurement/reporting--techniques
10.6 Renewal of www.iodp.org
10.7 Integrated APP process
10.8 Integrated video library
- 16:30 11.0 Conclusion
11.1 Schedule next meeting/frequency
11.2 Follow-up assignments/deadlines
- 16:30-17:30 12.0 Post-meeting: USIO, ESO, IODP-MI
12.1 Communications plan for New Jersey Margins Expedition

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Education & Outreach Task Force

Meeting Report

Oct. 12–13, 2006, University of Bremen, Germany

Thursday, Oct. 12

The meeting was opened at 8:30 a.m. by Task Force Chair Nancy Light, at the University of Bremen. In attendance were: Jon Corsiglia, USIO-JOI; Leslie Peart, USIO-JOI; Lisa Robbins, USAC; Tadashi Yoshizawa, CDEX; Yukari Kido, representing J-DESC; Patricia Maruéjol, ECORD; Albert Gerdes, ESO; Alan Stevenson, ESO; Eve Arnold, ESSAC; and as an observer, Catherine Mevel, EMA.

Evaluating E & O Performance (Public Education/Awareness through Media Outreach)

The opening discussion focused on what was successful and what was not during the last fiscal year in terms of outreach, media relations, and media placements. There was general agreement that the most successful campaigns launched were on behalf of ACEX and Superfast Spreading 3. When the campaigns were examined, the task force recognized several key features of each campaign: The most successful media outreach was driven by publication in a scientific peer-reviewed journal. Each outreach campaign, coordinated by a centralized news hub (IODP-MI), was strengthened by coordinating multiple promotional partners and by collaborating on a single news release, a single message, and a universal (IODP-wide) release time and day. Some promotional partners sent out or posted customized releases on the same day, or in the days immediately following the science party's publication in a journal. Many scientists from the expedition parties were tapped to speak about the expedition results, in concert with their corresponding outreach specialist, whether at their affiliated institution or through their IODP program member office. This promotional model that garnered such global attention in a concentrated period of time was roundly recognized by task force members as superior to anything IODP had achieved to date; or that ODP had achieved in the past.

The discussion led to examination of how each IO gets its news out. ESO has coordinated its communications plans and releases with IODP-MI for two expeditions with good results. The ESO outreach team works rather independently, keeping EMA advised of plans, working closely with co-chief scientists, and in collaboration with IODP-MI. The USIO team has co-released with IODP-MI and is proactively building bridges with its co-chief scientists for news release, doing media coaching on an as-needed basis expedition by expedition, and participates in pre-expedition planning meetings. There has been no formal policy or guideline for this activity, nor a model to use from ODP. In Japan, the news on IODP expedition carried out by USIO and ESO are released from MEXT. IODP-MI has released expedition news in coordination with program partners, however, MEXT must coordinate with media and translate into Japanese before embargo day. As a result, MEXT releases have lagged by as much as a week, sometimes irritating the indigenous Japanese

news corps which gets “scooped” on the news by their counterparts in other nations. Tadashi asserted that Japan is a program lead, but still, sufficient coordination for international news releasing is not well prepared with IODP-MI in advance. This caused concern about coordinated news release (with IODP-MI) in MEXT, JAMSTEC, and CDEX.

JOI Communications Director Susan Boa arrived and joined the meeting at this point.

Improving the E & O Network

Revised stock language was provided to each TF participant. It reflects the addition of the Republic of Korea as an IODP member. It is posted online as a resource for IODP outreach specialists in the Community Access Area of www.iodp.org, a password-protected area designed for the E & O community. Nancy reported that new resources, i.e., media coaching tools for scientists—were added to the area so that all E & O specialists could use them on an as-needed basis. The resources were collected from AGU, AGU consultants, and other science community resources. The resources will be publicly available to scientists in the new web portal design to be introduced at AGU in December.

Follow-up on an IODP Experts List: this is another item to be added to the community access area. This tool was introduced as a collaborative idea at the TF meeting of Nov. 05. It was sent out as a worksheet in August 06 and ESSAC made great gains on filling it out. The Experts List will be added to and posted when all IO contributions to it have been made. It will be a ready tool for all outreach specialists to use in media placements. It lists scientists and topics they can address with the media, along with their contact information, affiliation and IO connection. TF members were encouraged to review the IODP news checklist, guidelines for news release, and the communications template also available on the E & O Community Access Area of the IODP web portal.

A review of comments from the Management Forum, Expedition Review Committees and draft comments from the Expedition Communications Task Force were presented and discussed. By and large, TF members embraced all the feedback from the science parties and were able to report adjustments made to their operations in light of the feedback from scientists and program leadership. In the ensuing discussion about media policy, the draft report from the Exp. Communications Task Force was suggested as the centerpiece of a new policy draft. The TF added material from the USIO photo release agreement to come up with a new media policy draft (as **Att. A**) However, Albert mentioned the difference of legal interpretation about copyright issue in Germany. The new draft recognizes the importance of building relationships with the IO staff scientists early on in the science expedition planning process and working closely with the co-chief scientists and respective staff scientist to develop a message and a tailored communications plan. Another recommendation (not mapped out for action) was for a media awareness training program to be implemented by IODP-MI and the IOs that includes a written media awareness guide and IODP protocols for interacting with media, particularly for key groups of IO and IODP-MI staff members. All agreed that building those key relationships would be more simply accomplished with the momentum provided by the recommendations in the Exp. Communications TF report. Media coaching plans in the FY07 Annual Program Plan, it

was agreed, would be important in successfully cementing the Staff Scientists' role in outreach communications. It was also noted that education products to emerge as a result of an expedition could be identified in the communications plan approved by the co-chief scientists at the start. It was agreed that a glossary of media terms should be written and shared with science party members at a pre-expedition meeting, and that media contact sharing should be discussed with the co-chief scientists, as well as the protocols for media access during expeditions. (No specific action items were initiated for these deliverables)

The question of how to differentiate program news from IO news took center stage as various elements of this question were probed. Around the table, there was general consensus that both IODP drilling vessels have been branded as program centerpieces and that as such, news about them is not only IO news, but is also program news to be treated through coordinated program news release. Tadashi asserted that JAMSTEC should serve as the sole responsible news source for the non-IODP funded activities of CHIKYU, such as its shakedown training, explaining that the drilling vessel is conducting the R&D program as one of JAMSTEC's fleet, and there are national budgetary issues involved in promoting it. Around the table, IODP-MI asserted that CHIKYU, by virtue of its role in IODP, has many more stakeholders than the Japanese public and news of its activities should be handled as IODP news, distributed to all IODP stakeholders at the same time. Tadashi advised the TF that even though information about CHIKYU's non-IODP activities will be advised to TF members, there is discussion about the definition of IODP program news between Lead Agencies, and internal efforts are underway at MEXT and JAMSTEC to resolve the issue.

To help define IO news and IODP program-wide news, the task force began drawing up a chart to help demonstrate what each consisted of. The effort started as a way to compare and contrast, and thereby define the two in terms of their respective content. A great deal of discussion ensued about when IOs are news sources and when IODP-MI should coordinate news release about IODP science, expeditions, and other program news. This discussion was characterized by confusion and many questions about news release procedure, particularly from the USIO. The discussion shifted from its focus on content to define and characterize each kind of news, and instead focused on characteristics of the IOs and IODP-MI: budgetary support, respective platform roles in the IODP infrastructure. What had started out as a means to sort out the content of each group's news jurisdiction became a document that described relationships more than content. The document that emerged from the discussion is included as part of this report, labeled **Att. B**. Following the discussion's conclusion, it was recommended by longstanding TF members that the newer TF members should try to get a better grasp on IODP education and outreach and its development by reading the planning documents that emerged from two workshops that preceded the establishment of the IODP-MI Communications office. These are online at www.iodp.org/meetingreports and attached as an appendix, labeled **Att. C**.

Following lunch, the task force was taken on a tour of the Bremen Core Repository by curator Ursula Röhl. Following the tour, Ursula gave a demonstration in the core laboratory, showing five core samples from five different legs and expeditions, and how the cores' appearances demonstrated the science derived from each expedition. The

demonstration catalyzed many questions from the group and generated ideas about how to use core samples, real and simulated in outreach education.

FY07 Integrated Outreach Plans

The remaining part of the afternoon was spent in discussion of outreach education. The international campaigns for the Polar Year and Year of Planet Earth were discussed in terms of options currently open to IODP. The Task Force considered a proposal from the World Meteorological Organization, but the TF members voted in favor of not accepting the WMO proposal, an expensive and limited promotional effort; web-based and targeted almost exclusively to policy-makers. A SASEC topical symposium was identified as a vehicle with which IODP could promote the Polar Year. The symposium is to be held at University of Bremen in Aug. 07. There was also discussion of how to reactivate the Japan-U.S. Public Understanding of Research Initiative that previously led to an informal educator collaboration opportunity on Exp. 312 in concert with the Miraikan Museum for Emerging Science in Tokyo. The ESSAC representative reminded everyone that those specific bilateral plans did not benefit scientists, teachers, or students in Europe, and that trilaterally conceived plans *would* benefit all.

It was noted that NanTroSEIZE will provide more opportunities for consistently applied museum educational programming in concert with IODP activities. In addition, there was some discussion of an industry-funded education program that might put teachers to work on a short-term learning program in the core repositories. There was also enthusiasm for ship-to-shore real-time web programming that could be placed in museums for education programs. Leslie volunteered to contact U.S. museums that might be interested in partnering on such a program; Nancy volunteered to contact the museum of news and freedom of information, newly relocating in Washington, DC, near the Smithsonian mall.

A review of the FY07 IODP booth exhibition list of conferences and prospective conferences at which to mount IODP outreach did not result in any new commitments from the IOs, with the exception of Alan placing the Geological Society of London Bicentennial Conference on the radar screen as an important event. However, there is no planned exhibition floor during that event, scheduled for Sept. 10-12, 2007. Catherine also noted that the IUGG General Assembly would convene during the 50th International Geophysical Year. Lisa emphasized the need to focus more on outreach to the Microbiology community, specifically at their annual conference event, and through an expanded IODP listserv. Tadashi proposed that IODP exhibitions in China and Korea should be planned with coordination between their national offices. Yukari mentioned that J-DESC has cooperated with their national office and could support IODP-MI in coordination of future exhibitions.

Leslie Peart gave an overview of what the USIO education program has done, sharing the branded JOILearning web site and the various features that contribute to the success of that site. There is a good deal of modeling that the USIO can provide in terms of education outreach—the USIO is the only IO with a dedicated education director on staff. Despite this fact, there was a great deal of excitement about how she might help energize action on

education projects in the other two IOs. Leslie offered JOILearning materials from the USIO to the other two IOs for translation.

Friday, Oct. 13

Collaboration on Communications Plans

The first task of the day was to collectively draw up a communications plan for the NanTroSEIZE drilling program. Over the course of the next two hours, a plan that addressed the primary messages, target audiences, special challenges, and over-reaching tactics was composed and generally agreed upon by all as a good first start to a plan that would need more input from all the outreach specialists. [Note: The following month, the NTS communications plan was further detailed through e-mail correspondence and presented at separate meetings by the USIO and CDEX E & O specialists to co-chief scientists and science party members at pre-expedition meetings. The current draft of the NTS communications plan is attached here labeled as **Att. D.**] The plan still requires contributions of greater detail from all three IO outreach specialists.

The ESO outreach team presented their communications plan for the New Jersey Shallow Shelf Expedition (**Att. E**) tentatively scheduled for mid-June/July to late FY07. The TF provided feedback to their plan and added information about the area in which the drilling would occur, the target audiences to address, and the prospective media contacts to activate. Action items: IODP-MI will contribute an international media list suitable for NJ Shallow Shelf; Susan will forward a list of non-governmental organizations based in the New Jersey/NY area that are concerned with ocean and coastal environmental issues. The ESO was invited to continue calling on Susan, Jon, and Nancy for locally and regionally specific information as they proceed with the expedition plans off the coast of New Jersey.

Wrap-Up

In the final sessions of the meeting, there was brainstorming about how to improve collaborations across IODP outreach offices.

Ideas that may be considered for future implementation include:

- 1) Register some of the IODP experts from the Experts List as scientific news sources on ProfNet, a media/source networking site from a commercial vendor. Tadashi suggested he would try to learn if such a site operates in Japan for Japanese journalists--ProfNet is an English language site. (CDEX and IODP-MI action item)
- 2) Translate more materials into Japanese language, particularly for web streaming. (action item for CDEX and IODP-MI)
- 3) Prioritize as first task of upcoming CDEX media relations hire, the job of evaluating media requests to visit and shoot video on the CHIKYU. There is a media inquiry form currently online at www.iodp.org that will very likely start generating such requests. This type of inquiry presents a challenge to promotional efforts: the more we promote the riser drilling vessel, the more likely we will receive a higher volume of requests for on-board filming and video production, which is a very difficult activity to schedule in light of the true purpose of the vessel as a research vessel. (action item: CDEX)

- 4) More sharing of print and other materials from IO to IO. Or more use of IO materials as downloadable material from www.iodp.org. The new design of the web portal, which is to be beta-tested and demonstrated at AGU in December, may present more opportunity for congregating materials together. Review materials were provided to the Task Force on the new web upgrade planned: four doorways divide content into manageable areas targeted to four prime groups of users: scientists active in the program, scientists with new interest in the program, journalists, and teachers/students. A cursory review of the upgrade design prompted Tadashi and Catherine to point out that the different category of “Scientists” and “IODP Scientists” in the new web portal might give the impression of closed and privileged IODP community to site visitors. There was disagreement among Task Force members about whether to address concern about how scientists relate to those tabs, and change them on the web portal, or to move ahead with plans to use the program name as a descriptor scientists active in the program. The beta-testers would test the tabs during the month of December and provide feedback on the controversially-named tabs.
- 5) More consistency in reporting and sharing IO reports, with IODP-MI and with each other. IOs agreed that a different type of report could be prepared quarterly, to be submitted to IODP-MI for sharing laterally. These modified reports could include accomplishments as well as future planning (currently included by ESO).
- 6) A process for working on the Annual Program Plan that takes into account the lead time such program plans require, in order to be completed per IO deadlines, all of which are different and unique to the IO in question. Most E & O specialists were aware of an upcoming November meeting of the IO principals to craft protocols and procedures that will help get IO program plan contributors in step with IODP-MI and gain more consistency in the APP format, across program areas. (action item: Lead Agencies, IODP-MI, IOs)

There was consensus agreement by all in attendance that integration of E & O efforts program-wide would benefit by TF members meeting at least twice a year (in person). It was also suggested that a facilitator/notetaker could capture the nuances of a multinational group. It was suggested that one meeting could focus on policy, guidelines, and other “business” protocols that seem always to require attention. The second meeting could be more creative in nature: working on common projects, strategies for outreach, communications plans, and focus more on immediate program goals. By next April, for example, the group recognized that NanTroSEIZE plans would need to be very much more underway. It was suggested to have the TF meet following the EGU General Assembly, in Vienna on April 19-20, 2007, primarily to discuss education projects that could be implemented in FY 2008—and which could continue the NanTroSEIZE campaign in its next stage. Albert volunteered to try to acquire space for the meeting, since he is part of the EGU planning committee.

The task force meeting concluded at 5 p.m.

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List of Meeting Report Attachments:

- A) Exercise in Differentiating IO News From Program-wide News
- B) Draft of Media Policy
- C) E & O Workshop Report, Austin, Texas, 2004
- D) NanTroSEIZE Draft Communications Plan
- E) New Jersey Shallow Shelf Draft Communications Plan
- F) Participants List

IODP Media Policy

Recommendations from Task Force on Education and Outreach

Oct. 12-13, 2006, Bremen

IODP media policy is based upon the belief that it is in the program's best interests to abide by media embargoes and to support publication of articles by expedition scientists in the most highly respected scientific journals, while simultaneously gaining maximum positive news exposure for the published science and the authors.

The following procedures and protocols are recommended in order to facilitate operations that promote publication of IODP findings and to garner maximum exposure for them:

Key Relationships

- The IO Outreach Specialist should function as the key source of outreach information between co-chief scientists and expedition science party members (via the expedition Staff Scientist, see bullet below) and IODP-MI. This role is perpetual but should assertively start pre-expedition and remain in place until publication of the *Proceedings of the Integrated Ocean Drilling* for any given expedition.
- The working relationship between the Staff Scientist and IO Outreach Specialist must be established as soon as the science party is established to begin the flow of information to scientists from the Outreach Specialist and from the Outreach Specialist to the co-chief scientists and science party.
- The Expedition Staff Scientist occupies a key position among expedition science party members and is particularly well situated to serve as a liaison between co-chief scientists, science party members and the IO Outreach Specialist, who is responsible for facilitating communication of the expedition's findings to external audiences, primarily the media.
- Following is a list, though not an exclusive list, of key pieces of information to be shared between Staff Scientist and Outreach specialist prior to expedition:
 - a. key messages the science party wishes to send to the public and other targeted audiences;
 - b. the expedition communications plan, including port call activities and education activities;
 - c. information related to working with journalists: both about stories that may be emerging and tips on effectively communicating with journalists in various media;
 - d. on an as-needed basis, embargo information as it pertains to specific media.
- The Staff Scientist may elect to include the co-chief scientists in direct communication and meetings with the Outreach Specialist, as part of his/her liaison duties, as they must be apprised of the expedition communication plan and how it fulfills the need of communicating key messages from the scientific expedition.
- The Outreach Specialist must have direct, easy access to the Co-Chief Scientists by e-mail and phone; however, the Staff Scientist should be notified by the Outreach

Specialist of any communications that transpire regarding expedition communications.

- At the pre-expedition meeting, the Staff Scientist should invite the IO Outreach Specialist to lead a brief discussion about media outreach and IODP protocols for interacting with media, including embargo policies of journals, a glossary of terms commonly used by journalists and publishers, and media coaching materials to be produced and provided by the IOs in collaboration with IODP-MI Communications. Media relations awareness should be the foundation of the outreach discussion at the pre-expedition meeting.

Communicating Expedition News/Fulfilling Program Responsibilities

- IODP will release news about an expedition in one of several ways:
 - a) In a media advisory, usually related to a port call at the start of the expedition;
 - b) mid-expedition as a “curtain-raiser” to the media when newsworthy events are reported from the drilling vessel;
 - c) after the expedition’s conclusion, either in conjunction with port call activities or in coordination with the science party’s preliminary findings.
 - d) In coordination with external publication in a peer-reviewed journal or other science-focused medium.
- In the event that a science party elects to publish key scientific findings from an expedition in a journal that requires a publication embargo, the expedition Staff Scientist, on behalf of the science party, must provide notification to the IODP-MI Vice President of Science Planning, with CCs to the IODP Publications Manager, the IODP-MI Director of Communications, and the respective IO Outreach Specialist of this intent before the end of the expedition, or the end of the moratorium period, whichever is applicable to the situation. This is critical exchange of information and must include a request to postpone any news release about the expedition and its findings. If the external publication postpones the post-expedition news release, the request must be submitted no later than 2 weeks post-expedition. In his/her request, the staff scientist must also submit a brief justification for the election to publish externally, including choice(s) of journal, draft title of the manuscript, and a copy of the draft *Preliminary Report(s)*. This advisory process should be initiated and coordinated by the Staff Scientist.
- In the above-noted event, the IO Outreach Specialist is responsible for providing the expedition Staff Scientist and Co-Chief Scientists (and lead author, if not Co-Chief Scientist) with the prospective journal’s embargo policies. Although it is the Staff Scientist’s job to inform the science party of the embargo, it is important that the IO Outreach Specialist work with the Staff Scientist to make sure he/she thoroughly understands the constraints of the embargo.
- Other opportunities for news release remain viable as the science party advises IODP of publication dates. These provide news “hooks” to promote the science anew in coordination with the publisher. These timely advisories should be communicated by

the Staff Scientist to the IO Outreach Specialist, and the respective IODP-MI staff responsible for scientific publication and outreach.

- The expedition Staff Scientist, Co-Chief Scientists, and 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.

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**Attachment B:
An Exercise in Defining What Is Exclusively IO News and What Is
Program-wide IODP News**

Program-wide IODP Education/Outreach:

1. Drilling vessels/platforms information and developments
2. News about scientific expeditions
3. News that emerges from scientific expeditions
4. Public information (broadly themed to include information about scientific ocean drilling; its achievements, its goals, the current IODP science plan, technology, engineering).
5. Information to support education by scientists to scientists and science students (i.e. presentations, lectures)

IODP-MI:

6. Facilitates access to IO and national education outreach.
7. Provides greater opportunity for multi-IO discussion of program-wide education programs (via in-person meetings, online work rooms, e-mail discussion).
8. Uses commingled funds for support.

National and IO Ed/Outreach

1. Support and development of Education initiatives: pre-university and university curricula, lesson plans, and nationally specific events and initiatives.
2. Uses IO funds to support activities.

Final Draft
4/14/04

A Report of the
IODP EDUCATION AND OUTREACH
WORKSHOP

February 20-24, 2004
Austin, Texas

presented to

Integrated Ocean Drilling Program
Management International, Inc.
(IODP-MI)

Note: This final report is a summary of workshop information, input, and recommendations compiled by the workshop steering committee with input from the workshop participants.

EXECUTIVE SUMMARY

The Integrated Ocean Drilling Program (IODP) is an international research initiative that uses multiple drilling platforms to explore previously inaccessible regions of Earth and planetary processes that, even today, remain poorly understood. Scientific results offer new insight into the structure and formation of oceanic crust, mantle dynamics, earthquake genesis, environmental change over time, and the nature of life in extreme environments. These scientific results shall be shared with the scientific and educational community, government and industry, policy makers, and the taxpayers who support this research. IODP education and outreach (E&O) are thus essential components of the program, requiring careful attention and diligent planning. Indeed, IODP E&O is the mechanism by which the scientific results will be transformed into common intellectual property. The IODP E&O effort is responsible for ensuring that data from cores and boreholes, scientific discoveries, and engineering advances are translated into promotional and educational content and conveyed to a wide range of audiences through myriad channels.

The unique natures of education and outreach dictate that IODP-MI's role in facilitating or carrying out these activities will be different. In practice, IODP-MI will play the major role in developing and implementing the outreach functions for the international program, as IODP-MI is by definition the international face of IODP. Both content and delivery of international outreach materials and activities will be developed and/or facilitated at the IODP-MI level, in concert with the national/consortia entities and IOs. IODP-MI's role in educational activity will be to play a proactive role in integrating educational programs which, by necessity, are developed at national levels in order to conform with local school/university curricula, language, and cultural requirements. In summary, from the IODP-MI perspective, outreach will be handled in a top-down manner, while education will require a bottom up approach.

Table 1 outlines the following seven major education and outreach functions for IODP-MI as identified by the workshop participants (see Attachment 1 for List of Participants):

1. Coordination and promotion of integrated planning, execution, and evaluation.
2. Creation of identity materials to ensure a single IODP identity and message.
3. Compilation and maintenance of common content resources so that they are available to the IODP education and outreach community and target audiences.
4. Facilitation of international program activities.
5. Advancing education by engaging the international community.

6. Fostering of language and cultural awareness.
7. Development and production of broader scientific information.

Table 2 provides additional details concerning which IODP entity has responsibility for carrying out a particular E&O function. A recommended timetable covering the FY 04 time-frame (April 1–September 30, 2004), the remainder of calendar year 04 (October 1–December 31, 2004), the remainder of FY 05, and FY 06, is incorporated into Table 2.

SHORT-TERM RECOMMENDATIONS (FY 04)

Recommendation 1: FINANCIAL SUPPORT FOR IODP-MI E&O ACTIVITIES THROUGH DECEMBER 2004

There are short-term (i.e., within the next six months) opportunities for products, materials, and activities to support the inauguration of IODP operations, including an international public relations campaign to launch the new IODP as well as collaborative public relations activities in support of the first riserless vessel operations and the mission specific Arctic Coring Expedition. Because FY 05 IODP-MI resources will not be in place in time to carry out these program initiation activities crucial to the long-term identity of the program, we encourage all efforts to find funds for these purposes.

Recommendation 2: FORMATION OF AN E&O TASK FORCE AND CONDUCT INTERIM PLANNING

We recommend that IODP-MI establish a small, short-term task force (April through September 2004) to advise IODP-MI about the immediate E&O priorities, help to develop an interim E&O plan, to prepare guidelines and policies, and to establish the framework for a longer-term E&O advisory committee to IODP-MI.

Recommendation 3: FORMATION OF AN E&O TEAM AND INTERIM IMPLEMENTATION OF THE E&O PLAN

We recommend the formation of an IODP-wide operational E&O Team (April 2004) comprising the new Director of the Office of International Education, Outreach, and Communications at IODP-MI, an E&O representative from each of the IOs (JOI Alliance, CDEX, ESO) and national/consortia entities (USSSP/USSAC, J-DESC, ESSAC). The E&O Team will assist the new Director of International Education, Outreach, and Communications and subcontractors with implementation of the interim E&O plan and serve as a liaisons to the E&O Task Force.

Recommendation 4:**CREATE AND PROMOTE COHERENT IODP IDENTITY**

We recommend that IODP-MI immediately undertake the creation of a coherent IODP identity. This will involve the design of a logo and related graphic elements as well as a portal website (www.iodp.org) that serves as an easily navigable entry point to all IODP component websites. IODP-MI should also immediately establish an international media relations capability to publicize the launch of the new program and upcoming expeditions.

LONGER-TERM RECOMMENDATIONS (FY 05-06)

Recommendation 1:**PROCEDURES AND PROTOCOLS**

We recommend that IODP-MI, initially in collaboration with the E&O Task Force and subsequently with the E&O Advisory Committee, establish written guidelines and policies including descriptions of procedures and protocols for E&O to be used by IODP science, education, and outreach personnel when communicating with outside groups (e.g. media, government and private funding organizations, non-governmental organizations, professional organizations, etc.).

Recommendation 2:**COMPILE AND MAINTAIN COMMON CONTENT RESOURCES**

We recommend that IODP-MI compile and maintain a "home page" web portal, as well as libraries and archives of common content E&O resources, and encourage the use of the IODP common materials for a wide range of education and outreach purposes.

Recommendation 3:**FACILITATE INTERNATIONAL PROGRAM ACTIVITIES**

We recommend that IODP-MI facilitate the development and implementation of international activities designed to engage and educate various target audiences, including scientists, students, policymakers and government and funding agencies, non-governmental organizations, and the general public, for the purpose of transmitting an understanding of the nature of IODP research and its societal importance.

Recommendation 4:**FACILITATE INTERNATIONAL MEDIA RELATIONS:**

We recommend that IODP-MI work closely with the IOs and national/consortia entities to develop a strategy for ongoing program-wide international media relations to ensure that IODP is publicized to a broad international audience.

Recommendation 5:**ADVANCE IODP EDUCATION BY ENGAGING AND EMPOWERING THE INTERNATIONAL COMMUNITY**

We recommend that IODP-MI facilitate the integration of widely dispersed IODP educational resources by advancing initiatives that encourage collaboration among national/consortia entities, IOs, PIs, or other educational partners with common purposes and assist groups of collaborators in finding additional external support for the highest quality educational endeavors. IODP-MI can ensure that the IODP education legacy will be available to future generations. Therefore, it is recommended that the E&O Advisory Committee investigate the issue of collaborative education projects thoroughly in order to provide guidance to IODP-MI on how to develop a strong mechanism, either within the current IODP structure or via a new procedure, to deal with the E&O initiatives that are developed by individuals or groups of PIs.

Recommendation 6:**FOSTER LANGUAGE AND CULTURAL AWARENESS**

We recommend that from its initial establishment, IODP-MI operating philosophy must respect the multi-language and multi-cultural science community as well as set the standard for positive interaction for the broader international community. As the small but centrally integrative organization that oversees and coordinates program activities and develops and maintains IODP common resources, IODP-MI's E&O efforts shall help to promote exchange among individuals who do not share the same culture, ethnicity, or language. Activities to support these efforts will include providing cultural awareness materials, facilitating exchange of scientific and E&O materials among partners, and coordinating acquisition of translation services to IODP members.

Recommendation 7:**DEVELOP AND PRODUCE BROADER SCIENTIFIC PUBLICATIONS**

We recommend that IODP-MI undertake the development and production of broader scientific publications such as thematic syntheses (e.g. *AGU Monographs*) and expedition-based scientific summaries (e.g., *JOIDES Journal*).

Recommendation 8:**LEADERSHIP AND ORGANIZATIONAL STRUCTURE**

We recommend that the first six major functions outlined in the workshop report be carried out under the direction of a new Director of the Office of International Education, Outreach, and Communications based at the IODP-MI office in Washington, DC, USA.

The individual responsible for IODP scientific publications in the IODP-MI office in Sapporo, Japan, should, more appropriately, handle the development and production of broader scientific information outlined in Recommendation 7.

Table 1 – MAJOR FUNCTIONS OF IODP-MI EDUCATION AND OUTREACH

IODP-MI: MAJOR EDUCATION AND OUTREACH FUNCTIONS (INCLUDING PUBLIC RELATIONS/COMMUNICATIONS)						
1. COORDINATE AND PROMOTE INTEGRATED PLANNING, EXECUTION, AND EVALUATION	2. CREATE PROGRAM IDENTITY AND MATERIALS	3. COMPILE AND MAINTAIN COMMON CONTENT RESOURCES	4. FACILITATE INTERNATIONAL PROGRAM ACTIVITIES	5. ADVANCE EDUCATION BY ENGAGING THE INTERNATIONAL COMMUNITY	6. FOSTER LANGUAGE AND CULTURAL AWARENESS	7. DEVELOP AND PRODUCE BROADER SCIENTIFIC INFORMATION
E & O FY 04 (Apr 04) and FY 05-06 (Apr 04); 5-year and 10-year Plans (FY 05)	Logos (Print/Web) (Apr 04*)	Website Portal (Apr 04*)	International Media Relations (Jun 04*)	Collaboration of Educators and Scientists on Education Projects (FY 05)	Cultural Awareness and Exchange Resources (FY 05)	Thematic Science Synthesis Materials (e.g., AGU Monograph) (S)
E&O Task Force (Apr 04) and E&O Advisory Committee (Oct 04)	Letterhead/Press Release Templates (May 04*)	Experts List (riserless May 04*; Arctic Jul 04**;; other Dec 04***)	International Scientific Meeting/Event Booths (Dec 04****)	International Partnership Initiatives (FY 05)	Translation Resources (FY 05)	Expedition-based Scientific Summaries (e.g., JOIDES Journal) (S)
E&O Team (IO, National/Consortia, IODP-MI) (Apr 04)	PowerPoint™ Template (May 04*)	Master Program Information Exchange (Oct 04****)	International Science Lectures (FY 05)	International Funding Opportunities (FY 05)		
E&O Guidelines and Policies (Apr 04)	Style Sheet/Graphics Manual (Aug 04**)	Glossary of Terminology/Acronyms (Oct 04****)	International Public Lectures (FY 05)			
	IODP Folder/Brochure and Template (Oct 04****)	News Clips Archive (FY 05)	Relationships with Science, Education, and Communications Professional Organizations (FY 05)			
	IODP Poster and Poster Template (Oct 04****)	Info about IODP Scientists (FY 05)	International Ship-board and Land-based E&O Experiences (FY 05)			
	Booth/Meeting Exhibit (Oct 04****)	Photo Archive (Apr 04) and Visual Library (FY 05)	International Funding Opportunities (FY 05)			
	Annual Report/Highlights and/or Thematic Info (FY 05)					
	Background Info/Briefs (FY 05)					

*In time for first riserless vessel cruise in June.

**In time for Arctic Coring Expedition in August and end of first December. *Joides Resolution* expedition.

***In time for AGU Meeting in

****Establish framework at beginning of FY 05 to include Cruises, Education Activities, Outreach Activities, PR and Communication Activities, Educational Products and Information, Publications and Reports, IODP-Related Meetings, Other Relevant Scientific Meetings, Travel Schedules.

Note: All E&O functions to be directed from the IODP-MI office in Washington, DC except those indicated by an "S" to be directed from the IODP-MI office in Sapporo, Japan, to be implemented on a timeframe determined by the Publications function in Japan.

Table 2—FY 04 and FY 05-06 EDUCATION AND OUTREACH RESPONSIBILITIES AND TIMETABLE

REMAINING FY 04 AND FY 05-06 IODP-MI EDUCATION AND OUTREACH FUNCTIONS (including Public Relations and Communications)	Responsibility							Timetable						
	IODP E&O Workshop Participants	IODP-MI Office/US	IODP-MI Office/Japan	E&O Task Force	E&O Team and/or Individual IOs	E&O Advisory Committee	IODP Science Community	Subcontractor(s) or New In-House Staff	April 2004	April-May 2004	June-September 2004	October-December 2004	January-September 2005	October 2005-September 2006
1. Coordinate and Promote Integrated Planning, Execution, and Evaluation														
• E&O Remaining FY 04 Plan	○	○	○	○	○			●						
• E&O FY 05-06 Plan										●				
• E&O 5- and 10-Year Plans						○		▲			●			
• E&O Task Force								▲		●	●			
• E&O Advisory Committee								▲		●	●			
• E&O Team										●	●	●	●	●
• E&O Guidelines and Policies								▲			●	●	●	●
2. Create Program Identity and Materials														
• Logo		○						○		●	●			
• Letterhead and Powerpoint™ Templates		○										●		
• News Release Template		○						○				●		
• Folder/Brochure Templates		○						○				●		
• Style Sheet and Graphics Manual		○						○			●			
• Booth/Display Poster and Poster Template		○						○				●		
• IODP Booth and Meeting Exhibit		○	○					■				●	●	●
• Annual Report/Highlights and/or Thematic Info		○	○		○			■				●	●	●
• Background Info/Briefs		○	○		○			■				●	●	●
3. Compile and Maintain Common Content Resources														
• Website Portal		○						■		●	●	●	+	+
• Experts List (JOIDES Resolution Expeditions)					○			■		●			+	
• Experts List (Arctic Coring Expedition)					○			■		●			+	
• Experts List (comprehensive)					○			■			●		+	+
• Master Program Information Exchange		○			○			■			●		+	+
• Glossary of Terminology/Acronyms					○			■			●		+	+
• News Clip Archive					○			■			●		+	+
• Info about IODP Scientists		○			○			■			●		+	+
• Photo Archive		○			○			■		●	●			
• Visual Library		○			○			■			●		+	+
4. Facilitate International Program Activities														
• Media Relations in collaboration with JOI Alliance (US-Joides Resolution Initial Expeditions)		○			○			▶		●				
• Media Relations in collaboration with ESO (Europe-Arctic Coring Expedition)		○			○			▶			●			
• International Media Relations (AGU Public Announcement)		○	○		○			▶				●		
• Media Relations in collaboration with JOI Alliance (US-Joides Resolution 2005 Expeditions)		○			○			▶						+
• Media Relations in collaboration with CDEX (Japan-Chikyū Open House)		○	○		○			▶						+
• Media Relations in collaboration with ESO (Europe-Tahiti Expedition)		○			○			▶						+
• International Media Relations (2005 Activities, Operations, and Scientific Results)		○	○		○			▶						+
• International Media Relations (2006 Activities, Operations, and Scientific Results)		○	○		○			▶						+
• International Scientific Meeting/Events Booths		○	○		○	○	○					●	●	+
• International Science Lecture Series		○	○		○	○	○					●	●	+
• International Public Lecture Series		○	○		○	○	○					●	●	+
• Relationships with Science, Education, and Communications Professional Organizations		○	○		○	○	○					●	●	+
• International Ship-board and Land-based E&O Experiences		○	○		○	○						●	●	+
• International Funding Opportunities		○	○		○	○						●	●	+
5. Advance Education by Engaging the International Community														
• Collaboration of Educators and Scientists on Education Projects		○	○		○	○						●	●	+
• International Partnership Initiatives		○	○		○	○						●	●	+
• International Funding Opportunities		○	○		○	○						●	●	+
6. Foster Language and Cultural Awareness														
• Translation Resources		○	○		○	○						●	●	+
• Cultural Awareness and Exchange Resources		○	○		○	○						●	●	+
7. Develop and Produce Broader Scientific Information														
• Thematic Science Synthesis Materials			○		○	○						●	●	+
• Expedition-based Scientific Summaries			○		○	○						●	●	+

Should these initial services be subcontracted, it may be efficient for a rep to serve as an ex officio member of the Task Force and Advisory Committee
 Timing and required expertise may suggest need for subcontractor for initial activities
 Once set-up and/or designed by subcontractor, may be maintained or carried out by Inhouse (IODP-MI) staff or by subcontract
 International media relations may be carried out with professional assistance of a subcontractor
 Continuing effort
 Continued information gathering and updating required

INTRODUCTION

IODP Management International Inc. (IODP-MI) is a small but centrally integrative organization that oversees and coordinates program activities and develops and maintains IODP common resources. This includes E&O cooperation among the three major international players—Japan, the United States, and the European consortium—in a manner that maximizes exchange among the participating countries with their various cultural backgrounds and languages. IODP-MI must consider and respect a multi-language and multi-cultural science community, represented by the three platform operators referred to as the Implementing Organizations (IOs)—JOI Alliance, ESO, and CDEX—and the national/consortia entities—USSAC, J-DESC and ESSAC). See Attachment 2 for List of Acronyms.

In defining the initial operating plan for IODP-MI's E&O efforts, the workshop participants acknowledged relevant Program Evaluation Committee report recommendations, incorporated the need for cultural awareness considerations, and summarized the different perspectives of the IODP partners that were presented at the workshop.

CHARGE AND WORKSHOP GOALS

IODP-MI charged participants (see Attachment 3 for Workshop Agenda) of the February 20-24, 2004 IODP E&O Workshop in Austin, Texas, with identifying the major functions that IODP-MI must undertake in carrying out its E&O responsibilities (see IODP-MI Major Functions, Table 1).

To carry out our charge, the workshop steering committee established four goals for the workshop:

- 1) Define education, outreach, educational outreach, and public relations in the context of IODP-MI. (The participants were asked to treat education and outreach as two distinct activities in accordance with a recommendation of the sixth Ocean Drilling Program Performance and Evaluation Committee—PEC VI).
- 2) Identify the program-wide, common IODP E&O components, which are distinct from national/consortia or IO activities. These common components may include, but are not limited to, resources, products, and activities related to IODP E&O.
- 3) Define those E&O functions that should be performed by IODP-MI.
- 4) Identify or propose specific E&O activities and products, a management structure, staffing needs, a timetable, and budget for carrying out IODP-MI's E&O responsibilities using Science Operational Costs (SOCs).

PEC REPORT

The following PEC VI Recommendation 16: Education, public relations and outreach was addressed by the workshop participants:

IODP management should establish significantly more effective and sophisticated approaches to education and outreach. These endeavors, although traditionally linked to each other, have different goals and should be decoupled. Each requires substantive resources and its own strategic implementation plan. In addition, although education and outreach activities are being planned independently in the member countries, they should follow an overarching IODP strategic implementation plan.

The E&O workshop steering committee and participants discussed these issues at length, and our report reflects these recommendations. The statement—“These endeavors (education and outreach), although traditionally linked to each other, have different goals and should be decoupled”—required particular attention and clarification.

OPERATIONAL DEFINITION OF EDUCATION AND OUTREACH FOR IODP

To facilitate discussion and planning, workshop participants developed operational definitions of education and outreach and applied them to the description of IODP-MI's tasks and responsibilities outlined in this document. Education refers to all content-based activities or products related to IODP science or technology designed for “educational” audiences. Outreach encompasses all activities or products that identify, describe, or promote the international IODP. Public relations and communications activities are included in the definition of outreach. We have interpreted the decoupling of education and outreach to reflect the general approach with which each is administered—outreach with primarily a “top down” approach, and education with a “bottom-up” (IO, principal investigator, or collaborator/partnership-driven) approach.

The audience for IODP education and outreach constitutes those associated with IODP and a range of audiences external to the program. The IODP entities, nations/consortia involved in IODP, and communities associated with the program including governmental funding agencies (such as NSF, MEXT, and EMA on behalf of European ministries and councils), IODP-MI, IOs, the SAS, national programs, such as the US Science Advisory Committee (USSAC), the Japanese Drilling Earth Science Consortium (JDESC), and the ECORD Science Support Advisory Committee (ESSAC), and the scientific community closely associated with scientific ocean drilling, such as members of SAS, drilling proposal propo-

nents, DSDP and ODP scientific party members, and users of DSDP and ODP data and samples.

External audiences or constituencies include: the international scientific community and academia beyond those directly involved in scientific ocean drilling, politicians, the media, scientific organizations, non-governmental organizations, educational communities (e.g., teachers and K-20 students), and the general public (taxpayers).

According to our operational definitions of education and outreach, the broad-based IODP activities and products that we have identified lend themselves to integration or coordination in a straightforward manner by IODP-MI. IODP outreach activities and common resources that benefit the international IODP community will be produced and delivered by the IODP-MI, with content input from the IOs and the national/consortia entities. In contrast, IODP educational projects and materials will be produced principally at the national or local level for delivery to very specific target audiences, primarily schools or universities. Thus, the bulk of IODP education will be carried out in a distributed fashion by the IOs, partner countries, consortia, and other collaborators (i.e., individual or groups of principal investigators, professional educational organizations, and professional Earth and ocean science societies with education mandates) in order to meet the specific needs (language, culture, educational standards and pedagogical approaches) of an IODP partner country or a region.

Education and outreach are equally important activities in IODP. Education most directly serves the IODP scientific (university) community and the schools that will produce future IODP scientists. Outreach is primarily directed at the non-IODP community, providing common content resources to support the IODP community and their E&O endeavors.

CULTURAL ASPECTS

Understanding cultural differences is a key element for the success of any international program. Differences may include social customs, psychological background, communication style and language. These types of issues were not formally addressed in ODP. As we interact with each other in the course of conducting IODP business, science, and E&O, it is important to respect these differences and to be receptive to feedback from the community. As the small but centrally integrative organization that oversees and coordinates program activities and develops and maintains IODP common resources, IODP-MI must respect the multi-language and multi-cultural science community as well as set the standard for positive interaction for the broader international community.

The IODP Science Steering and Evaluation Panels (SSEPs) provided an excellent example of cultural sensitivity during their November 2003 meeting by scheduling a special session on cross-cultural communication led by an expert cultural facilitator. We followed their example and included a short presentation on cross-cultural communication in our E&O workshop agenda.

PERSPECTIVES ON EDUCATION AND OUTREACH FROM THE IODP PARTNERS

Each of the national/consortia entities and IOs presented a summary of their E&O outreach program activities and plans. The U.S., Japanese, and European E&O programs and activities are developing from different cultural/language perspectives, operational considerations, and levels of experience.

The U.S. program has the advantage of continuity. USSAC and the JOI Alliance have detailed experience with the E&O program developed for ODP, and much of the infrastructure for the continuation of their E&O activities is already in place. New efforts will build upon ODP successes. Staff time and effort are being invested in new programs, new content, a new web site, and materials will be developed for audiences that were never a priority to reach during ODP. Since the JOIDES *Resolution* will be the U.S. drilling platform at the initiation of IODP activities, a great deal of E&O content about the platform is available for immediate use. All of the previously developed E&O products were produced in English, the official language of IODP.

The Japanese E&O program planning has been exhaustively developed in concert with the construction of the riser drilling platform *Chikyu*. E&O material about both the *Chikyu* and IODP science in both English and Japanese are available on Japanese websites for CDEX, JAMSTEC and J-DESC. Many public outreach and school educational activities in Japan are already underway.

The European E&O efforts are more complicated than the U.S. and Japanese programs due to the diversity of languages and cultures in the consortia countries, changing drilling platforms, and a limited budget for these efforts. Many European countries have well developed geoscience E&O programs which can easily be used to transmit IODP material once it is developed. European workshops on IODP E&O and teacher training can schedule these activities in advance of the initiation of drilling operations for IODP.

MAJOR EDUCATION AND OUTREACH FUNCTIONS (INCLUDING PUBLIC RELATIONS AND COMMUNICATIONS) FOR IODP-MI

Note: Dates in parentheses following specific activities indicate timeframe during which activity must be initiated.

1. COORDINATE AND PROMOTE INTEGRATED PLANNING, EXECUTION, AND EVALUATION

IODP-MI must promote and coordinate integrated program planning, execution, and evaluation efforts. These activities are intended to ensure successful international E&O program plan development and execution in support of leading a collaborative E&O effort for IODP.

A. E&O Plans—FY 04 (Apr 04); FY 05-06 (Apr-May 04); 5-Year and 10-Year Plans (FY 05)

IODP-MI E&O plans and timetables will address interim FY 04, FY 05 and 06 and 5- and 10- year needs. The Interim Plan (covering the period April 1 through September 30, 2004) is addressed directly in this document and is the result of a consensus on immediate action items generated by the participants involved in the IODP E&O Workshop held in Austin, Texas from February 20-24, 2004.

B. E&O Task Force (Apr 04) and E&O Advisory Committee (Oct 04)

To address initiating IODP-MI's E&O functions in a timely fashion, we recommend that IODP-MI immediately form a small, short-term E&O Task Force to advise IODP-MI about the interim E&O priorities (April-September 2004) identified in this report and establish a framework for a longer-term E&O Advisory Committee to IODP-MI to be appointed in October 2004 (see Proposed Management Structure, page 11). This E&O Task Force will develop the FY 05 and FY 06 IODP-MI E&O Plans in collaboration with the E&O Team (see 1C below). The 5- and 10-year E&O plans for IODP-MI will be developed by IODP-MI in collaboration with the E&O Advisory Committee. These plans will establish goals and benchmarks for IODP-MI E&O program progress and success and evaluation by the E&O Advisory Committee.

C. E&O Team (IO, National/Consortia, IODP-MI) (Apr 04)

IODP-MI shall establish a team of education, outreach, and communications representatives from the IOs and the national consortia (representing JOI Alliance/USSAC, ESO/ESSAC, and CDEX/J-DESC) as an informal, opera-

tional implementation group. The team will act as liaisons between the different programs and IODP-MI, coordinating strategies and sharing resources. IODP-MI will facilitate the ongoing communication between E&O Team members and respond to their feedback, ideas, and concerns.

D. E&O Guidelines and Policies (Apr 04)

We recommend that IODP-MI, initially in collaboration with the E&O Task Force and subsequently with the E&O Advisory Committee, establish written guidelines and policies that include descriptions of procedures and protocols for E&O to be used by IODP science, education, and outreach personnel when communicating with outside groups (e.g. media, government and private funding organizations, professional organizations, etc.). The guidelines should include appropriate terminology and common content language to be used in such communications as well as sample language highlighting the international integrative aspects of IODP. These policies shall also outline mechanisms for ensuring that IODP-MI is aware of, and where appropriate, directly involved in the approaches to be made to the outside group. Procedures for documenting and reporting these approaches should also be developed.

2. CREATE PROGRAM IDENTITY AND MATERIALS

An IODP identity is necessary for the recognition of the IODP by international and national audiences with different language and cultural backgrounds. A logo, letterhead, and a consistent presentation of written messages and materials will convey an overarching IODP program identity and integrate the programs many different components. International use of common IODP identity materials by the IODP community will raise the profile of the program and promote the key program concept of integration.

A. Logos (Print/Web) (Apr 04)

Logos are intended as an immediate visual identifier. To ensure consistency of program identity and logo use in a large-scale effort such as IODP, IODP-MI will be responsible for producing an IODP logo that will look virtually the same, regardless of use or medium. The suite of IODP logo-related elements will include:

- Precise specifications for the use of the IODP logo in print documents.
- High-resolution black and white and color specifications, utilizing international color specification conventions.
- Typefaces, styles, and size ranges, including an explanation of the relationship between the logo and companion type.
- Examples of non-English type standards, including foreign (non-Roman) typefaces (e.g., hiragana/katakana).

•Acceptable/unacceptable variations of logo and typeface. The IODP logo used in print format versions of the identity elements must be converted to internationally acceptable web formats. Web-based identity elements that may be easily shared throughout the IODP network will include banner heads, web page templates, web color specifications, and other miscellaneous graphic elements (e.g. backgrounds).

All logos must be made available in easily downloadable, electronic file formats compatible with various computer platforms (PC and Mac), both foreign and domestic, to those individuals and entities entitled to their use.

B. Letterhead/Press Release Templates (May 04)

The IODP logos and standard typefaces will be incorporated into letterhead and press release templates for use throughout the IODP community. Both templates will be constructed to accommodate standard U.S. and international paper sizes and may be tailored by each partner for their particular need or use.

C. PowerPoint™ Template (May 04)

Most IODP researchers and associated personnel use PowerPoint™ presentations as a primary means of communicating information and results to a variety of audiences. To ensure the consistency of the IODP "identity," IODP-MI must provide an easily downloadable PowerPoint™ template into which presentation materials may be placed. As with the web-based graphic identity elements, IODP-MI will specify suggested PowerPoint™ logos, banner heads, page templates, colors, and other miscellaneous graphic elements such as backgrounds.

D. IODP Folder/Brochure and Template (Oct 04)

A descriptive folder for IODP will be designed to serve two functions: (1) to provide a quick written and visual overview of IODP's international scope, and (2) to serve as an attractive folder for holding additional information about a particular IODP project or activity, depending upon the individual needs of the IODP community for communication to their particular targeted audiences. A standard IODP brochure will also be produced. Printed versions of these folders and brochures will be in English for distribution by IODP-MI to the IOs and national/consortia as needed, but shall also be made available in a standard desktop publishing format compatible with both U.S. and international paper sizes. IODP-MI will also produce a complementary desktop publishing template for an IODP brochure. Both the folder and the brochure templates may be edited, translated, printed, and utilized by the IOs and national/consortia entities at their discretion.

E. Style Sheet/Graphics Manual (Oct 04)

IODP-MI shall produce a straightforward and simple down-

loadable manual that explains the graphic identity standards. In addition, IODP-MI will produce an approved style sheet incorporating standard uses of IODP terms and spellings for use by IODP community. Individual IOs may translate and distribute these documents as needed.

F. IODP Poster and Poster Template (Oct 04)

IODP-MI shall design an electronic poster to reflect the science themes and international scope of IODP for use by the IODP community for producing IODP displays and booth materials. A recommended poster template will also be developed for use by members of the IODP community to present their scientific results and project information in a cohesive format.

G. Booth/Meeting Exhibit (Oct 04)

IODP-MI shall be responsible for the design and acquisition of an IODP display suitable for use in scientific and education meeting booths and at special events. Uniform display units (physical structures upon which graphic panels are placed) will be provided to each IO and IODP-MI (four units in all) so that only the graphics produced by IODP-MI and used on the panels must be updated and shipped to meeting and event venues.

H. Annual Report/Highlights and/or Thematic Info (FY 05)

IODP-MI shall produce annual reports/highlights and/or thematic information materials suitable for broad audiences to promote recent scientific achievements from all platforms.

I. Background Info/Briefs (FY 05)

General information about the IODP platforms, operations, scientific goals, organization, and activities must be provided by IODP-MI as background briefs/highlights to be made available electronically and in printed form as necessary.

3. COMPILE AND MAINTAIN COMMON CONTENT RESOURCES

To encourage the use of IODP relevant material for a wide range of education and outreach purposes, IODP-MI must compile and maintain a "home page" web portal which provides direct access to libraries and archives of common content resources and IODP activities in addition to other program-wide links.

A. Website Portal (Apr 04)

A single portal website (www.iodp.org) shall be immediately updated and revamped to serve as the primary entry point for general IODP descriptions and information. It must include easy access to international education, outreach, and com-

munications information as well as digital libraries and archives of use to the IODP community and target audiences. The "single page" entry portal should be constructed to facilitate easy access directly to the websites of the IOs and national/consortia entities as well as IODP's distributed science, administration, and scientific database and information websites. It will include an "IODP Media Resources" section, including an area for background information and breaking or embargoed news.

The portal should also include a gated "IODP Info" section for access by the IOs and national/consortia entities, where graphic identity elements, templates, and other informational materials can be accessed and easily downloaded.

B. Experts List (Riserless May 04; Arctic Jul 04; others Dec 04)

Working with the IOs, IODP-MI must compile an initial experts lists associated with the riserless expeditions beginning in June 2004 and the Arctic Coring Expedition (ACEX) in August 2004 to complement expedition-specific media relations. Prior to the AGU meeting in December 2004, a more comprehensive international IODP experts list, categorized by geographical regions visited by the drillships, thematic areas being studied by IODP researchers around the globe, and home country and spoken language(s) of experts must be developed. The list will be posted on the Media Resources section of the IODP Portal website. It will also be made available as a downloadable list for use by the international media as well as members of the IODP community.

C. Master Program Information Exchange (Oct 04)

To better plan for a range of E&O activities (both at the IODP-MI level and the IO and national/consortia levels), and keep all groups up-to-date on all E&O activities, IODP-MI must compile and maintain a simple, sortable master information exchange spreadsheet beginning in FY 05. Components of the spreadsheet will include cruise schedules; E&O activities conducted by IODP-MI, IOs, national/consortia entities, and collaborators; E&O products and data packages produced throughout the IODP community; public relations and communications activities; relevant publications and reports; IODP-related meetings; other relevant scientific, technical, and education meetings; and international travel schedules of potential IODP lecturers or spokespersons.

D. Glossary of Terminology/Acronyms (Oct 04)

A master glossary of IODP terminology and acronyms must be compiled from existing listings and updated as necessary. The glossary will be linked to directly from the IODP entry portal.

E. News Clips Archive (FY 05)

A comprehensive archive of IODP-related news stories, magazine articles, and television and radio broadcasts must be maintained by IODP-MI in a simple sortable spreadsheet format linked to associated PDF files of the actual clips. Due to copyright issues associated with the PDF documents, the actual PDFs will remain in an archive for informational purposes not accessible to the public.

F. Photo Archive (Apr 04) and Visual Library (FY 05)

To support the riserless and Arctic drilling operations scheduled to begin in June and August 2004 respectively, the IOs must begin to immediately develop an appropriate photo archive from existing photos. Once new operations begin, a broader visual library, containing photos, images, videos, animations, graphics, and simple visualization tools that can be used by educators, communicators, and the media should be developed and maintained under the direction of IODP-MI beginning in FY 05.

G. Info about IODP Scientists (FY 05)

To place a more human face on IODP, IODP-MI shall prepare biographical profiles on selected international IODP scientists to be made available to media as well as others in the education community wishing to highlight IODP scientists as role models.

4. FACILITATE INTERNATIONAL PROGRAM ACTIVITIES

IODP-MI must facilitate the development and implementation of international activities designed to engage and educate target audiences, including scientists, students, policymakers and government, funding agencies, taxpayers, and the general public, for the purpose of gaining an understanding of the nature of IODP research and its societal value.

A. International Media Relations (Jun 04)

IODP-MI must work closely with the IOs and national/consortia entities to develop a strategy for program-wide international media relations to ensure that IODP is publicized internationally to the broadest audiences possible. This two-phase strategy must be carefully orchestrated and implemented:

Phase 1—Immediate Needs (using funds secured during FY 04 and FY 05 funds):

- a. To coincide with three riserless vessel expeditions between June and December 04 and the US IO announcement of its first JOIDES *Resolution* expeditions.
- b. To coincide with the Arctic expedition in August 04 and the European IO announcement of its first mission-specific platform expedition.

c. To coincide with the AGU meeting in San Francisco, CA in December 04 and the international public announcement of IODP. This announcement should include initial results from the first US and European expeditions as well as IODP's 10-year global scientific mission and research themes.

Phase 2—Longer-term Strategy (using FY 05-06 funds)

To be conducted in support of other activities in FY 05 and beyond including additional riserless vessel expeditions, a possible mission-specific expedition to Tahiti, and a major open house on the *Chikyu* in May 05.

B. International Scientific and Education Meeting/Event Booths (Dec 04)

Using the ODP–International Working Group (IWG) Support Office model, IODP-MI must be responsible for communicating appropriate IODP messages through organizing booths for conferences, preparing displays and informational materials, and arranging for staffing of booths at relevant meetings or events. The first use of the new IODP display will be at the AGU meeting in December 04 in San Francisco, California USA.

C. International Science Lectures (FY 05)

Using the ODP USSSP national model (Distinguished Lecture Series), IODP-MI and the E&O Team shall facilitate the availability of speakers who are already traveling to various institutions on IODP funds, scheduling, and promotional materials to support international science lectures aimed at expanding the reach and impact of IODP as well as enhancing the knowledge and understanding of IODP by scientists and higher education students already involved in the program.

D. International Public Lectures (FY 05)

IODP-MI and the E&O Team shall facilitate availability of speakers who are already traveling on IODP funds, scheduling, and promotional materials to support international public lectures aimed at providing an overview of IODP's scientific achievements in venues such as professional conferences for educators or journalists, science museums/aquaria, etc.

E. Relationships with Science, Education, and Communications Professional Organizations (FY 05)

IODP-MI shall proactively cultivate relationships with international organizations that will be vehicles and opportunities for broader dissemination of IODP information and results beyond the IODP scientific community.

F. International Ship-board and Land-based E&O Experiences (FY 05)

IODP-MI should facilitate international collaboration among the IOs to provide intern-type opportunities for undergraduate

students, teachers, or journalists to engage in shipboard or land-based educational experiences. The goal is for participants to gain an understanding of IODP research and technologies to encourage further academic or journalistic pursuits related to the science of the program.

G. International Funding Opportunities (FY 05)

IODP-MI must facilitate and actively assist in the establishment of partnerships to enhance IODP international programs, advocating on the part of the program for the purpose of leveraging outside funding sources.

5. ADVANCE IODP EDUCATION BY ENGAGING AND EMPOWERING THE INTERNATIONAL COMMUNITY

IODP education will be carried out in a distributed fashion by the IOs, national/consortia entities, and other collaborators to meet the specific needs of an IODP partner country or a region. For this reason, it is imperative that IODP-MI facilitate the integration of widely dispersed IODP educational resources by advancing initiatives that encourage collaboration among IOs, national/consortia entities, Pls, or other educational partners with common purposes and help groups of collaborators find additional external support for the highest quality educational endeavors. IODP-MI can must work to ensure that the IODP education legacy will be available to future generations. Therefore, it is recommended that the E&O Advisory Committee investigate the issue of collaborative education projects thoroughly with the goal of developing a strong mechanism, either within the current IODP structure or via a new procedure, to deal with these E&O initiatives that are developed by individuals or groups of Pls.

A. Collaboration of Educators and Scientists on Education Projects (FY 05)

Most IODP scientists will be focused on research, using data provided by the expeditions, and may have little expertise, and insufficient time to construct value-added materials useful for educational purposes. Collaborators who are capable of bridging the gap between scientists and educators can help distill IODP science into valuable and needed resources. They can work with scientists to recast scientific questions into forms with broader applicability and relevance and to create high quality educational products. At the same time, they can assist the education community in using these educational products effectively, and, encourage and facilitate educational and learning communities to become connected to the IODP. To achieve this objective, IODP-MI must work closely with the IOs, national/consortia entities and their primary funding agencies—NSF, MEXT, and EMA—to develop incentives to encourage collaboration between scientists and educators.

B. International Partnership Initiatives (FY 05)

Distributed education initiatives include those conducted by the IOs, national/consortia entities, and other collaborators including individuals or groups of scientists and educators, and organizations. IODP-MI shall develop incentives that promote collaboration among these entities. In addition, IODP-MI must facilitate and actively assist in establishing partnerships with existing outreach and science education programs and geoscience initiatives with overlapping science and education goals (examples include, but are not limited to, InterRidge, EGU, and AGU) to enhance the IODP's international E&O programs. Partnerships will allow IODP to use existing resources, networks, and expertise to build dynamic and long-term education programs that will serve as an important legacy of the program.

C. International Funding Opportunities (FY 05)

We anticipate that the majority of the funding for the distributed education efforts will be secured primarily through PI-driven proposals submitted directly to appropriate funding agencies in partner countries rather than channeled through the IODP-MI. We urge IODP-MI to provide encouragement to groups of proponents who, in partnership with the IOs or national/consortia entities, capitalize on opportunities for funding external to IODP-MI for support of education or outreach projects that utilize IODP science, technology and data. Furthermore, we recommend that IODP-MI advocate on the part of the program for the purpose of leveraging outside funding sources to obtain matching funds for the types of collaborative education and outreach projects that fulfill the international, integrative nature of the IODP.

6. Foster Language and Cultural Awareness

IODP-MI E&O efforts shall help to promote exchange among individuals involved in the program who do not share the same culture, ethnicity, or language. Activities to support these efforts will include providing cultural awareness materials, facilitating exchange of scientific and E&O materials among partners, and coordinating acquisition of translation services to IODP members.

A. Cultural Awareness and Exchange Resources (FY 05)

IODP-MI must ensure sensitivity to other cultures and appropriate business etiquette. It should collect and distribute appropriate materials and identify individuals within the IODP community who can assist with illustrating cultural distinctions and improving understanding among cultures.

B. Translation Resources (FY 05)

IODP-MI shall serve as a resource for sharing of information about the availability of translation services and resources that may be required by the IODP community at all levels. To support this effort, IODP-MI will develop and maintain an internal database of IODP members with the ability to translate IODP materials into different languages.

7. DEVELOP AND PRODUCE BROADER SCIENTIFIC PUBLICATIONS

While the E&O Workshop participants defined functions 1-6 above as specific outreach tasks to be carried out under the direction of a new Director of the Office of International Education, Outreach, and Communications and staff based at the IODP-MI offices in Washington, DC, USA, we felt that the development and production of broader scientific information, such as thematic syntheses and expedition-based scientific summaries, would be better handled by the individual responsible for IODP scientific publications in the Sapporo, Japan, IODP-MI office. The responsibilities of these IODP-MI individuals are described in detail in the next section (Proposed Management Structure).

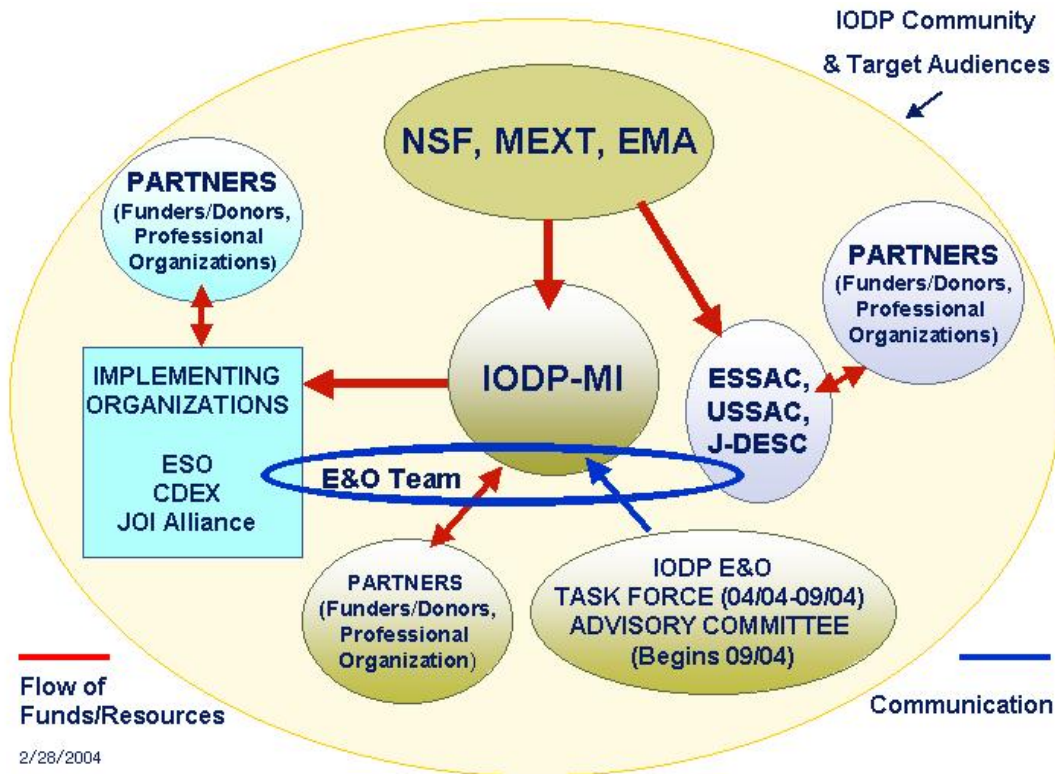
A. Thematic Science Synthesis Materials

IODP-MI shall develop a format and mechanism for producing thematic scientific publications (on par with AGU Monographs or J Soc London Special Publications) for broad dissemination. This is envisioned as an integrative product designed to serve the entire program.

B. Expedition-based Scientific Summaries

IODP-MI shall develop a format and mechanism for producing a JOIDES-type publication for broad dissemination among the scientific community.

Figure 1 –IODP E&O COMMUNICATION AND FLOW OF FUNDS/RESOURCES



PROPOSED MANAGEMENT STRUCTURE

E&O TEAM

Figure 1 is a representation of E&O-related communication and flow of funds/resources within the IODP program.

DIRECTOR OF THE OFFICE OF INTERNATIONAL EDUCATION, OUTREACH, AND COMMUNICATIONS

There was a consensus among the E&O Workshop participants that IODP-MI hire a full-time E&O administrator with the title "Director, Office of International Education, Outreach, and Communications" based at the IODP-MI office in Washington, DC, USA, who will oversee implementation of the IODP-E&O plans. He or she will report to the President of IODP-MI. Responsibilities include oversight of IODP-MI E&O staff and subcontractors with individuals or entities responsible for the seven major functions outlined in Table 1.

DIRECTOR OF PUBLICATIONS

The Director of Publications will be based in the Sapporo, Japan IODP-MI office. He or she will report to the Vice President for Science and be responsible for IODP scientific publications. With guidance from Director of the Office of International Education, Outreach, and Communications, they would also oversee the development and production of broader scientific information such as thematic syntheses and expedition-based scientific summaries.

We envision an E&O Team that functions as an operational, implementing group comprised of the IODP-MI Director of the Office of International Education, Outreach, and Communications, the Director of Publications, and a representative from each of the three Implementing Organizations (JOI Alliance, CDEX, ESO) and the three National/Consortia (J-DESC, USSSP/USSAC, ESSAC). The E&O team must maintain ongoing communication, share resources as appropriate, and coordinate strategies to ensure that IODP education and outreach are delivered/conducted/implemented in a coherent fashion to achieve an integrated IODP-MI E&O program. IODP-MI should facilitate the communication between team members and respond to their recommendations and concerns.

We have modeled the E&O Team after the JOI Alliance JREPORT group which functions in this way at the U.S. IO level. Members of the E&O Team shall maintain liaison relationships with geosciences initiatives and professional organizations with similar goals (active in areas of importance to IODP education and outreach) as appropriate. Examples include professional Earth and ocean science organizations, educational organizations, radio and television organizations, museums and aquaria, and digital libraries.

E&O TASK FORCE

We recommend that the IODP-MI President establish a small short-term E&O Task Force to advise IODP-MI about the immediate E&O priorities and to establish the framework for longer-term E&O Advisory Committee to IODP-MI. This Task Force shall comprise six to nine members selected by the President of IODP-MI. We recommend that the Task Force be comprised of a subset of participants from the IODP Education and Outreach Workshop held in Austin, Texas, with the expectation that it will be able to gear up quickly through email exchange and telephone conferences. Task Force members should be comprised of professionals in education, communications, and public relations as well as representatives of the scientific community. Working closely with the E&O Team, it will also assist the IODP-MI, and any new staff or subcontractors, with the significant amount of work that needs to begin immediately.

E&O ADVISORY COMMITTEE

The Task Force shall evolve into an E&O Advisory Committee by the start of FY 05 that will work with the IODP-MI to provide advice and guidance on priorities, identify and develop funding and partnership opportunities for international E&O endeavors. In addition, the Advisory Committee will assist IODP-MI in developing suitable policies, guidelines and protocols for conducting these activities. The membership of the Advisory Committee shall embody expertise in E&O program evaluation, cultural awareness, public relations, IODP science, communications, fundraising, and education/pedagogy. We recommend eight to ten members, with an additional three ex-officio members representing each of the three IOs.

This Advisory Committee shall also serve as a consultative body to encourage cooperation and collaboration between individuals or groups of PIs wishing to create and disseminate new education and outreach content resources and IODP scientists conducting the science around which the content will be based. This will be especially important in order to engage the broad and dispersed international education community. The Advisory Committee will welcome ongoing dialogue regarding new ideas for educational initiatives for producing integrated IODP educational activities from the broad community. Where appropriate, the Advisory Committee and IODP-MI will actively work together toward identifying avenues for support.

PERSONNEL AND BUDGETARY CONSIDERATIONS

The Director of the International Office of Education, Outreach, and Communications shall report directly to the President of IODP-MI and be based at the IODP-MI office in Washington, DC. This individual must be an excellent project manager, capable of grasping the international breadth and scope of a project like IODP. The Director should have outstanding communication and personnel skills, be a motivator of people, and have a well-grounded understanding of education and outreach as well as public relations and communications strategies. The Director should bring a track record of managing complex outreach programs and securing financial support for outreach and education initiatives. In addition, the preferred candidate should also have a science background.

The Director will be responsible for overseeing the implementation of all international aspects of the IODP-MI E&O effort. Duties will include recruiting and directly supervising office staff as needs dictate. In addition, the Director will issue and administer subcontracts for E&O services that are best handled on a contractual basis, especially during the start-up phase. The Director will coordinate the communication between the E&O Task Force and IODP-MI and organize the participation and input of the E&O Task Force that will evolve into an E&O Advisory Committee.

The initial IODP-MI staffing plan shall include the hiring of the Director (one FTE) and an Administrative Assistant (one FTE). Depending on the degree of activity that is subcontracted and the timing of those subcontracts, additional staff, including an Information Manager (one FTE) and a Program Associate (one FTE), may eventually be brought onboard in the Washington, DC office. The Program Associate, Administrative Assistant, and Information Manager could be employees shared with the IODP-MI President and/or Vice President of Operations. Should it be determined that all expertise required for Functions 1-6 as outlined report be covered in-house in the Washington office, a graphic designer, web specialist(s), science content specialist(s), and professional public relations specialists would also be required. A Science Writer (one FTE), hired either as an employee or a subcontractor, will also be required to support the Director of Publications in the Sapporo, Japan office, overseeing production of the thematic syntheses or expedition-based summaries as recommended under Function 7 of this report. An Administrative Assistant may also be required to assist with this effort.

To provide IODP-MI with the program identity and content resources important for the initial IODP-MI E&O activities and develop and deliver them in a timely manner, consideration should be given to hiring a subcontractor immediately to handle the tasks outlined in Functions 1 through 4 on Table 1. This action would complement the hiring of the Director and Administrative Assistant in the Washington, DC office. Key elements of such a subcontract for the period April 1 through December 31, 2004 would include:

- Effective and frequent communication with the IODP President and/or Director, Office of International Education, Outreach, and Communications, the IODP E&O Task Force, and the IODP E&O Team.
- Design of an IODP logo and associated print, web, and PowerPoint™ templates.
- Acquisition of images and graphics to support production of common resources.
- Design of an IODP folder and brochure.
- Design and printing of initial run of IODP-MI letterhead and business cards.
- Design and printing of initial run of an IODP folder and brochure.
- Design, development, and launching of a "Single Web Portal Entry" for IODP.
- Design of an IODP poster and display materials to fit a standard "booth" setup.
- Purchase of four standard display units to be delivered to each IO and IODP-MI.
- Fabrication of two sets of IODP display materials for standard display units.
- Development and implementation of an initial international media relations strategy (in close collaboration with the E&O Team) to capitalize on the first three JOIDES *Resolution* expeditions and the Arctic Coring Expedition plus the public announcement of the international IODP (in conjunction with either the Arctic expedition or the December 2004 AGU meeting in San Francisco).
- Design of information systems for managing a compilation of experts lists, photo archives, glossaries and other materials to support a successful international media relations campaign and serve as an ongoing resource for the IODP-MI management and IODP E&O Team.

To successfully carry out the above tasks, the IODP-MI office will have to engage the expertise of inhouse or subcontracted education and outreach professionals to support the elements included in this endeavor. These include administrative and fiscal management, science content development, graphic design, web development, international public relations, and networking and information systems. The estimated cost of these tasks would be in the range of \$400,000-\$450,000 including overhead (for completion of primary tasks prior to the AGU meeting in early December 2004).

Specific anticipated expenses through December 2004 that are not covered in the elements outlined above include, but may not be limited to, the following:

- Recruitment costs for hiring the Director, Office of International Education, Outreach, and Communications and Administrative Assistant.
- Director and Administrative Assistant salaries and fringe benefits (Washington, DC IODP-MI office).
- Set-up, travel, and operating costs associated with the E&O staff (Washington, DC IODP-MI office).
- All costs associated with hiring and paying salary, travel, and operating costs associated with the Science Editor position (Japan IODP-MI office).
- All costs associated with hiring and paying salary and operating costs associated with the Information Manager and Program Assistant positions (Washington, DC IODP-MI office).
- Staff time required to oversee and coordinate the E&O Task Force and to establish E&O Advisory Committee
- Travel and meeting costs for the E&O Task Force (if required).
- Travel for meeting costs for the E&O Advisory Committee (if required).
- Travel for more than three one-day meetings of subcontractor staff in Washington, DC.
- Travel for, and staffing of the AGU booth in December 2004.
- Personnel, travel, or operating costs associated with arranging shipboard or satellite media coverage (i.e. helicopter transport, hotel accommodations, etc. for Arctic Coring Expedition or the JOIDES *Resolution* expeditions.
- All costs associated with dealing with non-governmental organizations, protests, state department issues, or other unforeseen issues related to the Arctic Coring Expedition or the JOIDES *Resolution* expeditions.
- Travel, personnel, and operating expenses for more than one E&O person (IODP-MI staff or subcontractor) to Norway for the Arctic Coring Expedition and to ports of call associated JOIDES *Resolution* expeditions.
- Any IO or national/consortia entity event-related costs associated with port calls.
- Any other expenses related to IO/platform E&O activities associated with the first three JOIDES *Resolution* or the Arctic Coring Expedition.
- Printing of multiple copies of the IODP Poster or other educational or outreach materials not specifically identified above.
- Any other expenses related to other E&O activities outside the outlined plan.

**Attachment 1—
IODP E & O WORKSHOP STEERING
COMMITTEE, PARTICIPANTS, AND GUESTS**

STEERING COMMITTEE

Eve Arnold, Kathy Ellins, Sara Hickox, and Sanny Saito

PARTICIPANTS

IODP MI

Jamie Austin • Interim IODP Director, University of Texas Institute of Geophysics

Manik Talwani • President, IODP-MI

U.S.

Cindy Clark • *Communications Director, Scripps Institution of Oceanography*

Kathy Ellins • *Co-Convenor. Program Manager, The University of Texas at Austin Institute for Geophysics*

Sara Hickox • *Co-Convenor. Director, Office of Marine Programs, University of Rhode Island Graduate School of Oceanography*

Ann Klaus • *Deputy Director of Data Services, U.S. Implementing Organization, Representing the JOI Alliance*

Jill Whitman • *Professor, Pacific Lutheran University, Representing USSAC*

Henny Groeschel • *Editor, JOIDES Journal, Rosenstiel School of Marine and Atmospheric Science, University of Miami*

EUROPE

Eve Arnold • *Lecturer, Stockholm University, ESSAC Delegate*

Martin Cepek • *Research Scientist, Research Center for Ocean Margins, Bremen*

Andy Kingdon • *External Communications Officer, Representing the ESO*

Carlo Laj • *Senior Research Scientist, National Center for Scientific Research, Chairman of the European Geophysical Union Education Committee*

Catherine Mevel • *ECORD Managing Agency, Paris*

Jeroen Kenter • *Professor, Free University, Amsterdam, Chairman of ESSAC*

JAPAN

Kihachi Hasebe • *Senior Staff of Public Relations and Outreach, CDEX, JAMSTEC, Representing CDEX*

Shin'ichi Kuramoto • *Manager of Science Services, CDEX, JAMSTEC, Representing CDEX*

Sanny Saito • *IODP Secretary, JDESC*

Yoshi Tatsumi • *Executive Committee, JDESC*

INVITED GUEST

Michael Marder • *Director of the UTeach Program, The University of Texas at Austin*

**Attachment 2—
IODP ABBREVIATIONS AND ACRONYMS**

Central Management Office

IODP-MI • *IODP Management International, Inc.*

Nations/Consortia Involved in IODP

Europe • *ECORD—European Consortium for Ocean Research Drilling*

Japan • *Japan*

U.S. • *United States*

Funding Organizations

EMA • *ECORD Management Agency (Europe)*

MEXT • *Ministry of Education, Culture, Sports, Science, and Technology (Japan)*

NSF • *National Science Foundation (U.S.)*

Implementing Organizations—IOs

CDEX • *Center for Deep Earth Exploration—for riser vessel (Japan)*

ESO • *ECORD Science Operator—for mission-specific platforms (Europe)*

JOI Alliance • *Joint Oceanographic Institutions Alliance (Joint Oceanographic Institutions, Inc., Texas A&M University and Lamont-Doherty Earth Observatory)—for riserless vessel (U.S.)*

Partner Advisory Organizations

ESSAC • *ECORD Science Support and Advisory Committee*

J-DESC • *Japan Drilling Earth Science Consortium*

USSAC • *U.S. Science Advisory Committee*

Other Abbreviations and Acronyms

ACEX • *Arctic Coring Expedition*

AGU • *American Geophysical Union*

CNRS • *Center for National Research and Science (EMA is assigned to this organization in Europe)*

DSDP • *Deep Sea Drilling Project*

EGU • *European Geophysical Union*

FTE • *Full Time Equivalent*

IO • *IODP Implementing Organization*

IODP SAS • *IODP Science Advisory Structure (International)*

IWG • *International Working Group*

JAMSTEC • *Japan Marine Science and Technology Center (Japan)*

JOI • *Joint Oceanographic Institutions, Inc. (U.S.)*

MSP • *Mission Specific Platform*

PEC VI • *ODP Performance and Evaluation Committee VI*

PI • *Principal Investigator*

POC • *Platform Operating Costs*

ODP • *Ocean Drilling Program*

OOI/ORION • *Ocean Observatory Initiative/Ocean Research Interactive Observatory Network (U.S.)*

SAS • *Science Advisory Structure*

SOC • *Science Operating Costs*

SPPOC • *Science Planning and Policy Oversight Committee (International)*

USSSP • *U.S. Science Support Program (U.S.)*

Attachment 3—IODP E&O WORKSHOP AGENDA

IODP EDUCATION AND OUTREACH WORKSHOP February 20-24, Austin, Texas

AGENDA

THURSDAY February 19

Arrival of Workshop Participants and Steering Committee in Austin, Texas

Steering Committee Meeting and Dinner (Staybridge Suites) 6:00 pm
-TBA

Dinner—on your own (refer to list of restaurants in your welcome package) 6:30 pm

FRIDAY February 20 8:30 am

Breakfast (on your own). Depart Staybridge Suites for PRC Commons 8:00 am

1.0 Welcome and Introduction 8:30-10:00 am

1.1. Welcome (Paul Stoffa, Director of the Institute for Geophysics) 8:35 am

1.2. Logistics and Workshop Schedule (Kathy Ellins) 8:45 am

1.3. Introduction of Steering Committee and Workshop Participants 9:00 am

(Ellins) *Each person will tell a bit about their background and their interest/expertise in education and outreach*

1.4 Cross-Cultural Communications (Sanny Saito) 9:30-10:00 am

Note: Communication styles and cultural differences/perspectives relating to the needs and expectations of education/outreach activities by the different member countries extend through all agenda items. We encourage participants to consider and comment on these as appropriate throughout the discussions.

Coffee Break 10:00 -10:15 am

2.0 General Overview of IODP Education and Outreach 10:15 – 12:15 pm

2.1 Goals and Objectives: Charge to IODP Education and Outreach Workshop
Participants (Austin) 10:15 am

2.2 PEC VI Recommendations Relevant to Education and Outreach (Austin) 10:30 am

Explanatory Note: JOI, Inc. convened a committee of six scientists to carry out the sixth Performance Evaluation of the Ocean Drilling Program during 2003. This committee, the PEC VI, returned several recommendations that are relevant to education and outreach.

- PEC VI Recommendation 16: Education, Public Relations and Outreach
- PEC VI Recommendation 3: Public Relations and Outreach Materials
- PEC VI Recommendation 15: Program Evaluation

Discussion led by Eve Arnold and Kathy Ellins

Discussion Questions:

- Workshop participants are asked to consider and comment on these PEC recommendations.
- What activities constitute education? Educational outreach? Outreach? Public relations? Who are the customers/consumers?
- What are the outlets for these activities?

2.3 Review of Goals and Objectives (Steering Committee) 11:00-11:15 am

3.0 Japanese, European, and U.S. Perspectives on IODP-Related Education and Outreach Activities 11:15 am – 2:45 pm

Note: Although our charge is to consider the E&O functions that are best undertaken by IODP-MI, it is necessary to briefly review and discuss the E&O functions that the IOs and IODP partner advisory organizations plan to undertake.

Partner Advisory Organizations

3.1 J-DESC (Sanny Saito) 1:15-11:45 am
3.2 ESSAC (Eve Arnold) 11:45-12:15 pm

Lunch (provided) 12:15 - 1:00 pm

3.3 USSAC (Jill Whitman) 1:00-1:30 pm

Note: Presenters should limit their presentations to 20 minutes with 10 minutes for questions and discussion. Presenters are asked to address the following: Who is your education community? Target audiences? How do you engage the media in your country (countries)?

Implementing Organizations

3.4 IODP Riserless Drillship (Ann Klaus) 1:30-2:00 pm
3.5 Mission Specific Platforms (TBA) 2:00-2:30 pm
3.6 IODP Riser Drillship (Shin'ichi Kuramoto) 2:30-3:00 pm

Note: IO Presenters should limit their presentations to 20 minutes with 10 minutes for questions and discussion. IO Presenters should share their plans for education and outreach, address the same questions as the partner advisory organizations (see above) and identify the limits of what they can do within the context of their role as operators.

Discussion between presentations led by Sara Hickox.

Break 3:00–3:15 pm

4.0 Examples of Other Education, Outreach, and Partnership

Opportunities and Activities

3:15-5:15 pm

Discussion led by Sanny Saito. Each presentation will be about 15 min with five minutes for questions.

- 4.2 Educational Partnerships—Michael Marder
- 4.3 Research Initiative Partnerships (OOI/ORION)—Henny Groeschel
- 4.4 Scientific Organization Partnerships—Carlo Laj, EGU
- 4.5 Research Facility Partnerships (JAMSTEC)—Yoshi Tatsumi
- 4.6 Informal Educational Partnerships (i.e. Science Museums)—Sara Hickox and Ann Klaus (10 minutes)
- 4.7 Corporate and Foundations Partnerships—Kathy Ellins (10 minutes)

Discussion led by Eve Arnold

5:00 – 5:30 pm

Discussion Questions:

- How can IODP-MI engage the education communities in the different partner countries and encourage them to take a leadership role in IODP activities in order to advance pedagogy in science education?
- What strategies or partnerships best foster communication and collaboration between IODP scientists/researchers and K-20 science and mathematics educators on an international scale? In respective partners' countries?
- What are the kinds of relations that we might be able to foster between IODP-MI and other organizations? How might we do this?

Homework:

Please work in groups comprising (more or less) one U.S., one European, and one Japanese participant as well as one representative from either a partner advisory organization or an IO.

Assignment 1. Review the ODP educational CD ROMS, *Mountains to Monsoons* and *Gateways to Glaciations*. Are these products useful? For which audiences are they most appropriate? Are there opportunities to improve these CDs and/or expand their use different arenas?

Assignment 2. Consider and discuss the education and outreach activities underway or planned by the different Partner Advisory Organizations and the IOs. What are the common elements? Differences? How are they complementary?

Dinner

NXNW

6:30 pm

SATURDAY		February 21	8:30 am
Breakfast (on your own). Depart Staybridge Suites for PRC Commons			8:00 am
5.0	IODP: An International Research Program (Manik Talwani)		8:30-9:00 am
6.0	Presentation of Examples of Broad-Based E & O Programs		9:00-10:30 am
6.1	EarthScope (Kathy Ellins)		9:00-9:15 am
6.2	International Continental Drilling Program (Sanny Saito)		9:15-9:30 am
6.2	Census of Marine Life (Sara Hickox)		9:30-9:45 am
Discussion led by Eve Arnold			9:45-10:15 am
<u>Discussion Question:</u>			
<ul style="list-style-type: none"> Pitfalls and Opportunities—What are the successes and shortcomings of these programs? What can IODP learn from them? 			
Coffee Break			10:15-10:30 am
7.0	Homework Reports		10:30-11:00 am
8.0	What E&O Functions should IODP-MI undertake?		10:30-Noon
Which functions belong to IODP-MI, and which are best coordinated or undertaken by the IOs, partner advisory organizations, individual principal investigators (PIs) or groups of PIs?			
<u>Note:</u> Based on what we have learned from the Friday's presentations and discussions, we will create a matrix that groups IODP E&O functions into two categories: (1) IODP-MI and (2) Other (IOs, partner advisory organizations, individual principal investigators (PIs) or groups of PIs)			
Discussion led by the Steering Committee			
<u>Discussion Questions:</u>			
<ul style="list-style-type: none"> What are the appropriate means by which IODP-MI can support and manage these activities? What materials/tools/products must be developed and maintained by IODP-MI in support of IODP education and outreach? What strategies are best suited to the broad dissemination of IODP-based materials to IODP scientists, other scientists, the media (and others) and educators? What technologies must be standardized, implemented, and supported by IODP-MI to support distributed dissemination of content, learning resources, and data in support of IODP outreach and education efforts? 			
Lunch			Noon-1:00 pm

9.0 How can IODP-MI coordinate the E&O Activities of the IOs, IODP SAS, Partner Advisory Organizations, and PIs to Deliver a Unified E&O Program for IODP? **1:00-3:00 pm**

Discussion led by the Steering Committee **2:10-3:00 pm**

Discussion Questions:

- What role should IODP-MI play in promoting IODP expeditions (i.e., the upcoming Arctic Armada)?
- What are the different cultural perspectives, styles of communication, and educational systems that must be considered?
- How can IODP-MI use education and outreach to promote exchange among individuals who do not share the same culture, ethnicity, or language?
- What liaison relationships with other geoscience organizations and geoscience initiatives are appropriate? Which should be maintained by IODP-MI? Which by the Partners and/or IODP SAS panel members?

Note: Liaison relationships will help promote partnerships with other entities with similar goals, result in the sharing of resources and expertise, and help avoid the duplication of products. Should this be a natural extension of relationships maintained by IODP SAS panel members? In the latter case, liaison relationships would likely change over time as the membership of the SAS committees change.

Break **3:00–3:15 pm**

10.0 How should the evaluation of the education and outreach activities of an international program with international, national and local impact be carried out? **3:15-3:45 pm**

Discussion led by Steering Committee

11:0 Summary Session for Saturday’s Discussions **3:45–5:00 pm**

Reception (catered by Curra’s Grill—Tex-Mex cuisine) and Discussion **6:30 pm**

SUNDAY **February 22** **8:30 am**

Breakfast (on your own). Depart Staybridge Suites for PRC Commons **8:00 am**

12.0 Options for Advisory and Management Structures to Support Education and Outreach **8:30–10:15 am**

Discussion led by Kathy Ellins and Sanny Saito

Discussion Questions:

- Should IODP-MI oversee collaboration within the IODP education and outreach community? Or should there be an IODP education and outreach panel as part of the SAS?
- Should each expedition have an E&O component? Should this be an integral part of the proposal process?

- Should some “educational” components of IODP be evaluated be selected through a proposal-driven, competitive process? If so, how will PI-based IODP educational projects be evaluated, funded, coordinated?

Coffee Break **10:15-10:30 am**

13.0 Mechanisms and Opportunities for Funding E & O (IODP MI-based functions as well as programmatic activities of the IOs, Partner Advisory Organizations, and PIs) **10:30–11:30 am**

- Partnerships
- Foundations
- National Science Agencies

Discussion led by Steering Committee

Discussion Questions:

- Who should be tasked with identifying funding and partnership opportunities?

Note: Should some partnerships occur at the highest level (IODP-MI) in order to tap into the full range of resources potentially available and reap the full benefits of such an alliance—The Jason Project, AGU are two U.S. examples? Should this require a formal agreement between the President of IMI and the partner? Other partnerships can occur at the partner, country or local level with more locally or regionally focused partners/funding agencies.

Lunch **Noon-1:00 pm**

14:0 Summary Session **1:00–2:15 pm**

15.0 Writing Assignments **2:15–2:30 pm**
 We will organize participants into four working groups, choose group leaders and assign responsibility for compiling summaries of our discussions.

Break **2:30-2:45 pm**

Writing Session (groups) 2:45 – 5:00 Pm

Working Dinner (groups of about five at restaurant of choice) **6:30 pm**

Monday **February 23** **8:30 am**

Breakfast (on your own). Depart Staybridge Suites for PRC Commons 8:00 am

16.0 Closing Session **8:30–11:00 am**
 Summary presentations by leaders of writing groups



NanTroSEIZE Communications Plan 07: Stage 1

I. Target Audiences:

Scientific community
Media
Educators
Public
Policymakers throughout IODP member nations
Industry
Engineering community

II. Messages:

1. “Please apply” (to scientists)
2. Define the acronym NanTroSEIZE (to scientists in particular, to all audiences)
3. Project goals and objectives (to scientists)
4. Awareness of NTS as research event to teachers: use current activity to attract attention of educators; provide pre-drilling science information about drillships and their overall operation.
5. Seismic profiling information to engineers, industry, educators. (CDEX-developed data will be available after Environmental Protection and Safety Panel (EPSP) meets, set for Jan. 9-10, 2007.
6. Borehole observatories and ongoing monitoring are unique research aspects of IODP.

III. Special Challenges:

1. The name: promote it to scientific community through use of a tagline that relates NanTroSEIZE and to earthquake research.
2. Sustain interest in NTS over the many years it will occur.
3. Though there is concern about the pronunciation of “SEIZE”, “SAIZ” or “SEEZ,” this is limited to audible dialog with target audiences on a relatively small scale, and to TV and radio. Print materials should include correct pronunciation in parentheses along with the definition of the acronym.
4. An implementation plan that does not appear to start both drilling vessels at the same time—turn this into an opportunity to spotlight each ship when it launches, i.e. two NTS launches.
5. Juggle the diverse objectives of inviting media attention, specifically that of TV productions crews, and then devise a plan that can accommodate their need to be “on the scene” while drilling activity or analysis is underway and the science parties are at their busiest.

IV. Tactics (*timelines and task assignments are below, in Work Management Plan*)

1. Create a logo/graphic identity/ and tagline for NanTroSEIZE and use it to create links through all three IO sites and IODP.org. Figures which explain the expedition targets to the public in graphic terms are also needed.
2. Begin building coordinated contact network as soon as science parties are determined and released. Construct network based upon 120 science party members chosen for Stage 1, including the PR and public information professionals affiliated with the scientists at their academic institutions, editorial professionals on campus and in the surrounding local media (radio, news dailies, etc.) (IODP-MI to compile list of contacts; distribute IO-wide). CDEX and USIO already have e-mail network, according to CDEX input; they are invited to provide that list and a description of whom it includes to IODP-MI for sharing with ESO and adding to network described above.
3. Begin writing drafts in simple terms of project description based on prospectus for use in developed materials. Develop into fact sheets about project goals and overall objectives. (co-chief-driven/ IOs/ IODP-MI)
4. Update/develop materials/fact sheets about technology (riser, riserless, the ships and their capacities). For scientists, the prospectus is sufficient.
5. Write and design brochures about entire NTS science program. Stage 1 operations, distilled from *SD* article; in Japanese and English; one template; many languages (especially targeted where there are project co-chiefs). By EGU, the first in a series should be ready to distribute.
6. Provide information to scientists about application extension period: update call for application and distribute at GSA, AGU. (immediate task).
7. Identify AGU and JPGU talks that are scheduled with NTS project scientists and Project Management Team members (i.e. Greg Moore) and have promotional material to hand out at the talks. (USIO, CDEX)
8. Have promotional material about NTS available at AGU Town Hall Meeting and EGU Town Hall Meeting.
9. Ask co-chief scientists to promote project and become more highly visible in the scientific community: lecture grad students, attend scientific conferences. (Send broadcast e-mail from IODP-MI to PMT members asking for availability; cc to IO media liaisons who can do the follow-up at local conferences).
10. Provide NTS material to sponsored press rooms at AGU, EGU (coordinate through Albert) and JPGU 07. (brochures, fact sheets)
11. Target NTS project scientists for profiles online and at online news sources like ProfNet.
12. Launch special media and/or educational event in advance of Sept 07 start date: ready co-chief project scientists for media interviews, complete CDEX's seismic profiling information, and IODP-MI-produced video news release for advance promotion. Use outside vendors for VNR release and followup by IOs to arrange interviews with co-chief scientists on all three continents. Projected curtain-raiser: July 07.
13. Include NTS content in upcoming IODP publications (print, online, i.e. newsletters).

14. Begin IO-to-staff scientists and co-chiefs discussions about access to drilling vessels: how, when, for all operations? (i.e. TV crews, teachers)
15. Make visits to major media beginning in July 07 (or earlier) with videotape, scientists, background for advance promotion of NTS and its many story angles.
16. Feature NTS drilling in real time in museums through web cameras, in USA, Japan, and Europe, to serve as a hub for classroom learning activities (Leslie, Tadashi, Nancy). Extend museum network to ECORD--Eve will introduce idea at ESSAC meeting.
17. Through webcams, feature live drilling online at iodp.org and do advance promotion of drilling activity through listservs, online headlines to let people know when to watch.
18. Plan educational and news events around Stage 1 port calls in Japan: bring stars from recent CHIKYU commercial film onto the drilling vessels to promote NTS.



New Jersey Shallow Shelf Expedition

(IODP Expedition 313)

Communications Plan (Draft)

Alan Stevenson, Albert Gerdes

November 1, 2007

1. Background

Co-chief scientists Stephen Hesselbo and Gregory Mountain highlighted the scientific program of expedition 313 in ECORD Newsletter 7 (p. 6):

“Drilling for the IODP New Jersey Shallow Shelf Expedition 313 is planned for late Spring 2007. The expedition will focus on Early to mid Miocene (~24-14 Myr old) siliciclastic sequences on this passive margin to estimate the timing and magnitudes of eustatic sea-level changes, and determine the relationship between sea-level change and sedimentary architecture... Major developments in the Earth system over approximately this period include intense Antarctic glaciation at the beginning of the Early Miocene and at the end of the Middle Miocene, events which bracket a mid-Miocene ‘Climatic Optimum’ when ice sheets were at a relative minimum. ...

The New Jersey margin is a good location to investigate the history of sea-level change and its relationship to sequence stratigraphy for several reasons: rapid depositional rates, tectonic stability, and well-preserved, cosmopolitan fossils suitable for age control characterize the sediments of this margin throughout the time interval of interest. In addition, there exists a large set of seismic, well log, and borehole data with which to frame the geologic setting from the coastal plain across the shelf to the slope and rise. The three holes to be drilled ... form a key part of a transect of boreholes drilled over the last fifteen years in a multi-agency effort to document eustatic sea-level history for the whole of the mid to late Cenozoic. ... Expedition 313 is different from these previous missions in that it targets the region most sensitive to sea-level change, the shallow shelf, and the technology aboard the mission specific platform is well suited for recovering sand-prone shelf sediments. Previous drilling in the New Jersey margin has provided ages for sequence stratigraphic surfaces extending as far back in time as the late Cretaceous. ... However, studies of the onshore deposits have given an incomplete record of change because lowstand components of the sequences are missing in these locations and the continental slope sites give no quantitative information about palaeobathymetric change. By contrast, Expedition 313 sites will sample for the first time both lowstand and highstand deposits of the Early to mid Miocene.”

2. Objectives

- a) To inform the target groups mentioned below about the first ECORD/ESO mission carried out by means of a special platform.
- b) To promote scientific research in respect with the important question of how climate and sea level variations are interrelated and related to changes in sedimentary architecture respectively.
- c) To strengthen links between the IODP/ECORD/ESO community and the international media.
- d) To successfully continue the media relationships which were established during the first European mission specific platform operations ACEX and the Tahiti Sea Level Expedition.

3. Target audiences

Media

Interested public

Scientific community

Policymakers throughout IODP member nations

Educators

4. Messages to convey

- In order to better understand the Earth's natural rhythms the NJ Shallow Shelf Expedition aims at a) reconstructing sea-level changes during the past ~ 42 million years and b) to decipher how sedimentation on the shelf responded to these changes.
- Well preserved fossils in the sediment layers, high depositional rates and tectonic stability designate the coastal sea off New Jersey as an ideal location to fulfil the above mentioned objectives.
- Sea-level reconstructions are based on sediment cores which will be drilled by means of a lift-boat at three sites 45 to 60 kilometres offshore in water depths of ~ 35 metres.
- All drilling related work will be carried out under environmental safe conditions in such a way as to minimise environmental impact. It is currently planned to start the operations in May 2007.
- The expedition was planned and is conducted by the European Consortium on Ocean Research Drilling (ECORD) under the auspices of the Integrated Ocean Drilling Program (IODP). It is supported by the International Continental Scientific Drilling Program (ICDP).
- The expedition is part of the so-called Mid-Atlantic Transect. In the past years successful expeditions were carried out in this region both onshore and offshore. However, do to logistical reasons the area most sensitive to sea-level change, the shallow waters off New Jersey, could not be sampled. By targeting this area the NJ Shallow Shelf Expedition will will provide the "missing link" in our knowledge of global sea-level change and its imprint on sedimentation processes.

5. Tools / Work plan

Preliminary note:

As expedition 313 takes place close to the US East Coast and as one of the co-chief scientists is American, one can expect that US media will cover the New Jersey mission relatively more than previous ECORD/ESO projects.

During the E&O Task Force Meeting in Bremen the USIO colleagues assured ESO outreach staff of their support in communicating the project to the US media. Moreover co-chief scientist Greg Mountain contacted media relations staff at Rutgers University in order to better communicate expedition 313 to the non-scientific public. The ESO outreach team highly appreciates this as well as any further assistance and advice of our US colleagues.

In order to avoid miscommunication and to speak in one voice we recommend to coordinate any outreach activity related to expedition 313 with the ESO outreach team (agst@bgs.ac.uk, agerdes@marum.de) well in advance. As soon as outreach activities start we shall keep USIO and Rutgers outreach colleagues informed about forthcoming media releases, media conferences etc. As discussed during the E&O Bremen meeting IODP-MI Director of Communications will also be incorporated in these mutual activities.

Currently the following actions are planned:

5.1. Outreach activities before start of expedition 313:

- Develop detailed communications plan in close cooperation with Co-chief scientists and ECORD/ESO persons in charge.
- Present and discuss planned outreach activities during IODP Task Force meeting in Bremen (Oct. 12/13).
- Organise NJ outreach work in close coordination with Communications Director IODP.
- Produce and distribute expedition leaflet.
- Produce media pack on ESO Website.
- Organize local media conferences.
- Check possibility of media conference during mobilization phase.
- Organize start-up media conference in New York.

5.2. Outreach activities during expedition 313:

- Keep web log (person in charge to be appointed).
- Publish media releases (only in case of special events).
- Publish international media release (in case of tentative results and if appropriate) at the end of the expedition.

5.3. Outreach activities during the Onshore Science Party:

- Prepare background material for the media.
- Invite key journalists and TV teams to report about SP at well defined slots.
- Publish international media release (tentative results).

Education and Outreach Task Force
October 12-13, 2006
University of Bremen, Bremen, Germany
Meeting Participants

ESO/ECORD

Albert Gerdes, ESO Public Relations (University of Bremen/MARUM)
Alan Stevenson, ESO Outreach Manager (British Geological Survey)
Patricia Marujol, EMA, Outreach-Web Officer (ECORD Management Agency)
Eve Arnold, ESSAC (University of Stockholm)

JPIO

Tadashi Yoshizawa, Planning and Coordination Dept. (CDEX)
Yukari Kido, Planning and Coordination Dept. (CDEX)

USIO

Susan Boa, Director of Communications (JOI)
Jon Corsiglia, Communications Associate (JOI)
Leslie Peart, Director of Education (JOI)
Lisa Robbins, USAC (U.S. Geological Survey)

IODP-MI

Nancy Light, Director of Communications*

Observer

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