

Outreach Meeting between IODP-MI, IOs and Lead Agencies At IODP-MI, Washington, DC, June 5, 2007.

Attendees: IODP-MI Manik Talwani, Nancy Light, Yoichiro Otsuka; NSF Rodey Batiza, Cheryl Dybas; USIO Jon Corsiglia, Susan Boa, David Divins; CDEX, Tadashi Yoshizawa, Jun Fukutomi; ESO, Albert Gerdes
Alan Stevenson

1. Outreach Group

a. Objectives

The group was tasked to provide a list of outreach recommendations and definitions to put in the Annual Program Plan to be agreed on by the Lead Agencies. The focus of the meeting was to discuss and agree on roles, responsibilities and relationships of IODP-MI and IO outreach specialists.

Overall guiding principles: Communication between and among IOs and IODP-MI is primary. During the preliminary discussions, feedback from the Lead Agencies indicated that they are not aware of the detailed plans for expeditions, such as NantroSEIZE and New Jersey Shallow Shelf. It was agreed that a common template for all communications plans would be followed by the IOs during future expedition planning. These expedition-specific plans will be accompanied by an overarching annual IODP Communications Plan that will describe protocols and procedures for general outreach activities including Exhibitions/ Townhall Meetings/ Websites/ IODP Brochures etc. The integrated plans will form the Annual Outreach Communications Plan

We must recognize that some information is intended for internal use only and is confidential, not to be shared beyond our group. In order to communicate effectively and be fully aware of all plans and activities, confidential information will be shared, with the explicit understanding that it be carefully labelled and not shared beyond our (communications) group.

b. Outreach roles, responsibilities and relationships.

The following tables are agreed (and simplified) ideal roles and responsibilities, which will be developed in the final input to the APP.

Guiding principle: The IO operating the expedition(s) takes primary responsibility for media relations

Expedition & Scientific results	IODP-MI	IO (ship operator)
Developing Expedition Communications Plans		X (*)
Implementation of media plan		X

Actual Press/Media Release(**).	X	X
Advise IOs and Funding agencies based on the plans/contents from the IO operating the ship.	X	

(*) Regarding the scientific results, the detailed protocol can be found in the November 2006 Report from the Expedition Science Communication Task Force.

(**) see detailed press release guidelines (see section C).

Guiding principle: IODP-MI takes primary responsibility for media relations regarding the program as a whole and science planning

Science Planning & Delivery; Program Information	IODP-MI	IO
Developing IODP Communications Plan	X	
Press/Media/Publication Plans and Contents	X	
Public/Media Relations	X	
Assemble all expedition/scientific results for outreach purposes	X	
Advise IOs & Funding agencies	X	
Assist IODP-MI		X

Guiding principle: To follow the EGU model: IO in hosting country to organize booth in collaboration with IODP-MI, booth and ads paid by IODP-MI; onsite costs absorbed by IO.

Exhibition	IODP-MI	USIO	ESO	CDEX
AGU		X		
EGU			X	
JPGU				X
Other (AOGS, OTC, etc.	X			

Guiding principle: IO in hosting country to organize Town Hall in collaboration with IODP-MI; new model to be defined in final document.

Town Hall	IODP-MI	USIO	ESO	CDEX
AGU		X		
EGU			X	
JPGU				X
Other (AOGS, OTC, etc.	X			

Guiding principle: Development of content by IO on IO websites, linked from IODP site.

WEB	IODP-MI	USIO	ESO	CDEX
Local		X	X	X
IODP-Wide (*)	X			

(*) The IODP-Wide WEB should show the scientific objectives and achievements.

c. Press release protocols

From science on the ship/platform

- Initially drafted by IO (with co-chief scientists and staff scientist)
- English version sent to IODP-MI for approval and editing suggestions
- IODP-MI coordinates release and embargo with all IOs in a timely manner
- Final sent to IODP-MI for coordinating release in other countries, primary point of contact is the in-country IO who exercises primary responsibility for media relations:
 - Example: JAMSTEC drafts IODP news release with co-chief scientists regarding scientific results from *Chikyu*: released by IODP-MI, simultaneously (in real time) co-released by MEXT, by USIO and NSF, and by ESO.
 - Example: USIO drafts IODP news release with co-chief scientists regarding science results from *JOIDES Resolution*: released by IODP-MI, simultaneously (in real time) co-released by USIO, by MEXT, and by ESO/ECORD.
 - Example: ESO drafts IODP news release with co-chief scientists regarding scientific results from MSP: released by IODP-MI, simultaneously (in real time) released by ESO, by USIO, and by MEXT.

Regarding IODP program

- Drafted by IODP-MI, and
- Sent to IOs and funding agencies for coordinated release.
- IODP-MI coordinates release and embargo with all IOs and funding agencies in a timely manner.
- Issued by IODP-MI
 - Example: new member country joins IODP: IODP-MI issues release for distribution.

Regarding ship operation

- Drafted and released (immediately, if required) by operating IO
- English version sent to IODP-MI with IODP community.

Regarding co-sponsored activities

To be determined

2. Management Group

The management group provided the following guidelines for developing outreach plans;

The audiences for outreach are the global scientific community; general public; media; industry and policy makers.

Outreach messages should include the definitions of the IODP mission, scientific achievements and descriptions of the expeditions and results.

Formal education is no longer a work breakdown element for IODP. Informal education is included as outreach.

Lead agencies would appoint a communications contact to improve transparency and to ensure that the LAs are involved in all major developments.

Planning lectures, workshops, topical symposia, and Town Hall Meetings are the responsibility of IODP managers, but they will ask for support from IODP Outreach specialists.

Consistent use of the outreach workroom on the IODP website, or other tools such as BaseCamp, should be used to help improve communications.

An integrated Annual Outreach Communications Plan is very important and will be included in the Annual Program Plan. Deliverables should be included and would include the specifics deliverables contained in the expedition Communications Plans.

The Outreach Task Force will continue to meet once a year to formulate the Annual Outreach Communications Plan. These meetings will take place in February each year.

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