

IODP Outreach Task Force Meeting
Bremen, Germany, Sept. 22, 2009

Final Agenda as of 08/11/09

- I. Welcome (8:30 a.m.)
 - A. MARUM (Dr. Wefer or Albert Gerdes)
 - B. IODP-MI (Kiyoshi Suyehiro, president & CEO)
 - C. TF acting chair (Alan Stevenson) overviews the day's meeting

- II. Future Outreach Implementation
 - A. IODP-MI's role/status of resources: (K Suyehiro, Jamus Collier)
 - 1. Web site management (www.iodp.org)
 - 2. Video library
 - 3. Media Relations
 - 4. Exhibit booths/structures
 - 5. Media tools: EurekaAlert, MediAtlas, Newswise, Meltwater Monitoring
 - 6. Community and Internal Communication: *IODP E-News, The Pipeline*
 - 7. Social networks: LinkedIn, YouTube
 - B. Integrated or non-integrated Outreach?
 - 1. Pros/cons
 - 2. Discussion/outline of new modus operandi
 - C. INVEST
 - 1. Kathy Ellins—summary overview
 - 2. Discussion of Outreach white paper/recommendations
 - 3. Naming of new program, i.e. Outreach considerations
 - 4. Ramifications of branding a new drilling program

Lunch break (noon)

- III. Expedition Promotion
 - A. Review of 2009 completed expeditions:
 - 1. USIO (G Schmidt)
 - 2. ESO (A Stevenson)
 - 3. CDEX (T Yoshizawa)
 - B. Upcoming plans FY10
 - 1. USIO (G Schmidt)
 - 2. ESO (A Gerdes)
 - 3. CDEX (T Yoshizawa)
 - C. IODP booth at AGU—white board: planning/assignments/timetable
 - D. IODP Town Hall Meeting—white board: meeting/assignments/timetable

- IV. Wrap-up (5 p.m.)
 - A. Next steps
 - B. Future of Task Force