

## Meeting Agenda

**Thursday, Oct. 2**

### **I. Expedition Communications Plans**

#### **USIO**

9 a.m. – 10:45 a.m.

- a. Reintroducing and welcoming back the *JOIDES Resolution* to IODP Operations
- b. Exp. 317—Canterbury Basin
- c. Exp. 318—Wilkes Land

10:45 a.m.-11:00 a.m. Coffee Break

11 a.m.-12:30 p.m.

- d. Exp. 319-- Pacific Equatorial Age Transect
- e. Exp. 320-- Pacific Equatorial Age Transect/Juan de Fuca

12:30 p.m. Lunch break

#### **CDEX**

1:15 p.m. – 2:45 p.m.

- f. NanTroSEIZE: Exp. 319, Kumano Basin Riser Observatory  
Exp. 322, Riserless Observatory Engineering  
Exp. 323, Subduction Inputs

2:45 p.m.-3:00 p.m. Break

#### **ESO**

3 p.m. – 4:15 p.m.

- g. Exp. 313, New Jersey Shallow Shelf
- h. (unnumbered) Great Barrier Reef

4:15 p.m. – 5 p.m. Wrap-up of discussion and review of communications plans, tactics, and strategy.

After 5 p.m.: Repair to the Science Club, 1136 19th St NW, then dinner.

**Friday, Oct. 3**

### **II. Town Hall Meeting at AGU Fall Meeting**

New format, topics, logistics, advance plans, and promotion

9 a.m.-10:30 a.m.

10:30 -10:45 coffee break

### **III. Using Social Media and new media tactics**

Social media 2.0, plus podcasts, webcasts, webcams

10:45-12:15

12:15-1 p.m. Lunch

#### **IV. Video Production Planning for IODP Booth at AGU**

Six vs. nine screens, content, sequencing, production timetable  
1 p.m.-3:30 p.m., with Rich Field of Richfield Productions

3:30 p.m.-3:45 p.m. Break

3:45-4:30 p.m. Wrap-up

Free time until Ocean Hall Celebration at 7 p.m.

Current drafts of expedition communications plans are available online for review and download at <http://www.iodp.org/eo-specialists/>

To access the page you will need to log into [www.iodp.org](http://www.iodp.org) (righthand corner of main page) with the generic login and password: “education” and “outreach,” respectively.

There are currently three plans uploaded: Canterbury Basin, New Jersey Shallow Shelf, and NanTroSEIZE Stage 1, plus two documents that are intended to stimulate strategic thinking in advance of the Outreach planning meeting.

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## **IODP Outreach Task Force Meeting Report**

**Washington, DC, Oct 2-3, 2008**

**Prepared by Nancy Light, IODP-MI**

The IODP Outreach Task Force convened at IODP-MI to discuss FY 08-09 outreach program plans. Task Force participants included:

Jon Corsiglia, USIO  
Patricia Maruéjol, ECORD  
Albert Gerdes, ESO  
Tadashi Yoshizawa, CDEX-JAMSTEC  
Nancy Light, IODP-MI

Observers included:

Dan Evans, ESO  
Yoshi Kawamura, JAMSTEC  
Takao Kato, IODP-MI  
Jamie Allan, NSF  
Toshi Oshima, MEXT

Unable to attend:

Cheryl Dybas, NSF  
Alan Stevenson, ESO

A welcome was extended to all by Nancy Light, IODP-MI, who chaired the meeting. Observers and Outreach specialists were introduced to one another and the meeting opened with reports on expedition communications plans:

### **I. Expedition Communications Plans**

#### **USIO**

Jon Corsiglia reported on USIO activities by opening a discussion of the status of the modernization of the *JOIDES Resolution*. He reported that the expedition schedule is in flux, that Canterbury Basin and Wilkes Land will likely be conducted in late 2009/early 2010. Two Equatorial Pacific expeditions will probably be conducted first, starting in March 2009 and May 2009. Strategic communications plans will be drafted and/or updated when the drilling schedule is more firmly in place.

Upon its completion, promotion of the *JOIDES Resolution* is a priority for USIO. Jon outlined several tactics underway that will highlight the drilling vessel's restarted drilling operations: A jointly issued statement from NSF, Ocean Leadership, TransOcean and TAMRF at the outset; new print materials and a video presentation at AGU; an event when the vessel emerges from the

Singapore shipyard; the launch of a new *JOIDES Resolution* web site. Jon also described tactics designed to promote the first scientific expeditions aboard the JR: a series of Science Cafes planned for early calendar year 2009; print campaign ad buys in newspapers in the hometowns of science party members, intended to draw attention to the news-maker value of local individuals and the impact they have in a much larger context. There will also be a port call event and ship tours for local VIPs and the public.

Leslie Peart joined the meeting to describe plans for a teacher-at-sea aboard the Canterbury Basin expedition and a School of Rock session to be held during Juan de Fuca in mid-2009, which will focus on CORK instruction. Sharon Katz Cooper joined the Outreach meeting to describe activity currently underway in developing the new *JR* web site, with the help of a contractor in California. The site is primarily targeted to young people, students, teachers, non-scientists, and is rich in multimedia. It is interactive, with links to various social networks online; melding scientific ocean drilling content and Web 2.0 outreach. It will reside online at [www.joidesresolution.org](http://www.joidesresolution.org). Patricia Maruéjol suggested contacting French scientists about online *JR* education/outreach projects—see "IODP à l'école" and "IODP grand public"—at [www.iodp-france.org/](http://www.iodp-france.org/)

Jon mentioned the performance of the USIO listserv to the drilling community: 3,000 recipients receive Ocean News. He suggested all program partners link to the sign-up link for various publications/interest groups: <http://lists.oceanleadership.org/mailman/listinfo>

### **CDEX/JAMSTEC**

Tadashi Yoshizawa outlined plans for NanTroSEIZE outreach in the coming fiscal year, though final plans are not yet fully committed. He updated information about the maintenance schedule of the *Chikyu*. Before, during, and after the first stage of NanTroSEIZE, the best media visibility was gained domestically, with good outreach achieved in Europe; the U.S. media was less responsive to NanTroSEIZE news. It was suggested that highly visible content about the expedition on the NSF web site (geosciences) might help gain traction in the U.S.-based science media. Highlighting the sessions to be held at AGU with the co-chief scientists might also raise visibility. Albert suggested writing a briefing paper in German language for greater outreach.

Presenting NanTroSEIZE in multimedia formats that could be accessed online is another way to gain outreach opportunities. The following suggestions were discussed:

1. Take advantage of the proximity of specialty coordinator Mike Underwood and the journalism school at University of Missouri to do audio shows or some other reporter-shadowing of his activities in relation to NanTroSEIZE.
2. Submit a proposal for a NTS video to the Ocean News Today kiosk at the U.S. National Museum of Natural History/Ocean Hall. The submission process is online at [http://www2.nos.noaa.gov/oceannewskiosk/background\\_docs.html](http://www2.nos.noaa.gov/oceannewskiosk/background_docs.html)

Tadashi also mentioned that there is a great deal of international video production/TV interest in the *Chikyu*, but that space is at a premium during drilling operations. So far, no practical solution has been reached about how to allow TV crew access to the ship, while drilling is underway. Despite those circumstances, Tadashi showed a new DVD recently completed about the first

stage of NanTroSEIZE; a 16-minute, fast-moving video that is very useful for public events, in classrooms, with the media, and in other venues where a scientific drilling overview of Nankai Trough drilling activity is required. The video was roundly admired.

A discussion of three-year Outreach objectives followed with input from NSF on the program realities that will likely result in: a more cooperative structure to IODP; greater ownership of IODP by individual countries; a move towards in-kind contributions coordinated by individual countries; more focus on ISP, with activities more tailored to the ISP. These developments would result in knowledge of the platforms and the tools of the program having greater collateral value and becoming the true currency of IODP.

## **ESO**

Albert Gerdes reported on ESO activities: New Jersey Shallow Shelf is back on the drilling schedule for early summer 2009. The NJ communications plan will probably proceed as previously envisioned. The Great Barrier Reef Expedition will follow in Fall 2009. Dan Evans reported on his recent trip to Australia with Alan Stevenson to advance the GBR expedition and relationship with Australia. Fruitful meetings were held with the Great Barrier Reef Marine Park Authority (GBRMPA) and an Outreach contact was established with Karen Vohland, Director of Communications & Education. She identified as important targets for outreach efforts the game fishing community (a segment of tourism) and the fishing industry. Another contact was established, Martin Pearce, the press contact at Australia National University. The key expedition message clarified in meetings is: geological data collected through scientific ocean drilling will support management of the Great Barrier Reef.

Patricia Maruejol clarified how content is uploaded to the ECORD web pages: under the umbrella of the ECORD portal, educational content is managed by ESSAC; media outreach is done on the ESO pages. A new ESO/MSP brochure is being added to the existing “suite” of ECORD brochures. Albert also introduced the new “Answers” brochure to the Outreach group. It is the current, comprehensive brochure on ECORD. All ECORD publications can be found at [www.ecord.org/pub/publications.html](http://www.ecord.org/pub/publications.html)

ECORD held a two-day meeting last May in Edinburgh to increase prospective membership. The Baltic states were especially targeted. No new memberships yet to announce, though Manik Talwani announced Russia’s intention to join IODP as a separate, non-ECORD member.

## **II. Town Hall Meeting at AGU Fall Meeting**

The Task Force members discussed some of the past Town Hall Meeting successes and failures, and compared the event to the ECORD/ICDP Town Hall Meeting held at EGU. Successes include attracting several hundred scientists to IODP for a social mixer, i.e. interest in IODP is high. Failures cited were too many speakers, speeches too long and sometimes off-topic, evening program concluded too late thereby pre-empting questions from the audience, and a lack of interactivity, i.e. a top-down approach to the event. The format was cited as being one that does not readily appeal to young people with new interest in ocean drilling, who don’t have personal connections to the program. The long, session-like format was often criticized within the

community, as well, for being long-winded and sometimes off-topic or boring. Suggestions were gathered to counter these problems: advance promotion online that previewed the program, provided an interactive format for would-be attendees to contribute to topics, i.e. a forum on the Town Hall Meeting, and that positioned IODP as ready to meet its challenges, and to continue providing opportunities in cutting-edge research.

Manik Talwani joined the Task Force to discuss his concerns about the Town Hall Meeting. He articulated the need to inform the community about IODP's urgent fiscal challenges, the abbreviated IODP drilling schedule for both dedicated drilling vessels, and those two factors' impact on the community.

The following plans were agreed upon:

1. Messages to be conveyed to the audience: there is a shortage of funding for IODP; stakeholders must help raise funds for operations.
2. No powerpoint presentations will be given; there will be direct face-to-face communication. A unifying background of some sort may be projected, however.
3. The structure for the evening's program:
  - a. Moderator to provide the issues; the ships and the expeditions for fiscal years 2009 and 2010 (10-12 minutes)
  - b. Moderator introduces panelists and asks the audience to ready themselves with questions; provides five-minute interim for questions to be written and collected by IODP staff who will quickly vet and prioritize them. Cards and pencils will be provided on each table.
  - c. Questioners can opt to have questions read anonymously or to orally present a question, at the mike.
  - d. Question-and-answer period will last 45 minutes. An IODP panel will be ready to answer all pertinent questions that time allows. Panelists should be advised to keep answers short and to the point. The moderator must steer the discussion and keep things moving.
  - e. Panel to include representatives from MEXT, NSF, EMA, ESO, USIO, CDEX/JAMSTEC, SASEC, SPC, IODP-MI Operations, IODP-MI Planning, and the IODP-MI Board Ad Hoc Review Committee. (Individuals were identified for invitation by IODP-MI.)
  - f. Program will conclude by inviting panel members to join audience on the floor for a "last round."
4. The format for the evening: large room with podium and mike. Seating for audience at large tables of 12. Second mike on stand at center for audience members to use. Staff on hand to gather questions.
5. Advance promotion online will give details of program format and urge people to come prepared with questions. Can also submit questions ahead of time online.

### **III. Social Media and New Media Tactics**

Nancy shared content derived from a meeting she recently attended, Social Media Summit 2.0, presented by an online publisher dedicated to corporate and nonprofit communications. Her slides emphasized the need to build a media-rich web portal to attract and consolidate

strong community visitation to the IODP web portal and its partners' sites, and to attract participation from younger scientists. She covered tips about producing short audio segments that could be used as sidebars to expedition news, using a portable hand-held recording device that plugs into a computer to download data. She also proposed building interactive media pages into the existing portal, notably a forum that could be used for a short-term business purpose, i.e. to build interest and active participation in the upcoming Town Hall Meeting. Albert noted that the most daunting constraint to providing more multimedia components online is the lack of people and time to do so. Producing quality audio and video takes time, more than any other resource.

Jon Corsiglia shared an online video that also sold the merits of using a multimedia approach online. There was enthusiasm for adding new content that refreshes and updates the site. During the coming year, new media contributions will be forthcoming as time and purpose allow. Hopefully, these will grow in volume as time goes on, and attract more young scientists to IODP.

#### **IV. Video Production**

Rich Field of Richfield Productions joined the Task Force to discuss how a video wall at AGU could be incorporated into the IODP booth. Early information gathering had resulted in cost estimates and specifications for a nine-monitor video wall, measuring approximately 10 X 10 feet, or half the size of the IODP exhibition booth.

Rich's company archives all the original and copied footage that IODP-MI has used in the past to produce video presentations (NanTroSEIZE, Tahiti Sea Level Exp., Smithsonian videos (6), booth reel for AGU 07, b-roll of ACEX, the *Chikyu*.) Rich explained that there are two basic ways to design a video production for multiple screens in a wall: use all nine screens to project one outsize video show, or show nine screens of the same footage. Other options would be much more complex and costly to produce/design.

The group decided to focus on content first and then allow format to follow content, based on what would be most effective to highlight. The following ideas were agreed upon:

1. A video show about IODP would be produced in chapters, based on subjects (expedition research themes and IO platforms).
2. Chapters would be separated by "factoids" to be gathered by IODP-MI, citing superlatives from the program, i.e. deepest hole drilled, total holes drilled, number of IODP member countries, etc. Factoids would be set to music, perhaps run against beauty shots from the program, i.e. ships. Each break would be about 15-30 seconds.
3. Program notes (printed) would be prepared for distribution with the DVDs, at the booth, and in the press room.
4. Chapters to include (there is overlap): Modernization of the *JOIDES Resolution* (old and new), the riserless vessel (responsible for research in ocean crust formation, sea spreading, LIPs and extreme climates; mission-specific expeditions: Climate Change research: Tahiti Sea Level, New Jersey Shallow Shelf, ACEX; the *Chikyu*, riser drilling vessel—seismogenic zone research. The Smithsonian videos provide six video segments that fall into these categories (including an overview). Total minutes for these videos

equals 36 minutes. (without the chapter breaks). Chapter breaks provide another 6 minutes for a total production of 42 minutes.

5. A transparent IODP logo would be produced in one corner of the video to be seen on every frame.
6. The web address: [www.iodp.org](http://www.iodp.org) would appear on a drape below the video wall, along with the graphic element of the logo.
7. The theme/working title of the video is “Scientific Ocean Drilling—the *Only* Way to Verify Earth’s Climate History, the Existence of Life Beneath the Seafloor, and to Understand Geohazards.”
8. Three models for situation of the video wall in the booth were discussed. The most popular one, by the end of the session, was the model that featured the wall filling in the left-hand part of the booth, looking out to the main aisle (across to the Ocean Leadership booth). A drape in front of the video wall identified the booth as IODP and drives visitors to the web portal. The right-hand half of the booth has a pop-up of the three platforms in the rear corner, a literature table and several small tables and bar stools for seating, facing the video wall.

Nancy and Rich agreed to take the big-picture description/guidelines and expand and execute the production task list. Rough drafts would be shared via “You-send-it.com” to the Outreach team for comment/feedback.

The last item of business discussed was the details of the evening’s event at Ocean Hall. Each Outreach specialist received a guest list and logistical details about arrival and photograph-taking early in the evening. The meeting adjourned with thanks to all for participating in the meeting and bringing their contributions to the planning meeting.

## **V. Appendix**

1. USIO summary plan, provided by Jon Corsiglia
2. CDEX summary plan, provided by Tadashi Yoshizawa
3. Social media overview, provided by Nancy Light
4. Communications plan for IODP Outreach at AGU 08

1. USIO expedition schedule in flux
  - a. Canterbury & Wilkes still likely on schedule for late 2009/early 2010
  - b. Two Equatorial Pacific expeditions will likely be first, starting March 2009 and May 2009
    - i. Strategic communications plans still to be updated
  - c. Juan de Fuca will likely follow
    - i. Draft strategic communications plan still to be done
    - ii. Targeting JdF for School of Rock 2009
  - d. Bering Sea will likely follow
    - i. Strategic communications plan needs to be updated
  - e. Yet-to-be-named expedition (Shatsky?) will likely follow
  - f. Canterbury and Wilkes Land expeditions, likely to follow
    - i. Comms plan for Canterbury will be updated from the version that was approved this summer
    - ii. Plans for Teacher at Sea on Canterbury in flux, but still tentative
    - iii. Existing education and communications activities planned for Wilkes Land in flux but still tentative
2. Modernized *JOIDES Resolution* returns & first IODP expeditions
  - a. Graphics and promotional supporting materials
    - i. 3-D animations & illustrations
    - ii. FY09 expeditions brochure
    - iii. Fact sheets for each upcoming expedition
  - b. AGU outreach
    - i. Updated JR “Overhaul & Enhancement” brochure
    - ii. Video/slideshow of conversion progress
  - c. Sail away from Singapore shipyard
    - i. Small event or speech to commemorate the occasion and thank staffs from the partners and corporations
    - ii. Official statement issued
    - iii. Photo/Video capturing for PR purposes
  - d. Launch of [JOIDESResolution.org](http://JOIDESResolution.org) web site
3. Equatorial Pacific expedition (March 2009)
  - a. “Science Café” –style events (targeting Feb. 2009, locations TBD)
  - b. Begin distribution of media kits (Early Feb. 2009)
  - c. Print ad buys in science party members’ hometowns (Feb. 2009)
  - d. Event at March portcall to officially “deliver” modernized JR to IODP
  - e. News event and media availability for expedition science party leaders
  - f. Shiptours for local VIPs and public

4. Equatorial Pacific II expedition (May 2009)
  - a. “Science Café” –style events (targeting April 2009, locations TBD)
  - b. Begin distribution of media kits (Early May 2009)
  - c. Print ad buys in science party members’ hometowns (May 2009)
  - d. News event and media availability for expedition science party leaders
  - e. Shiptours for local VIPs and public
  
5. Juan de Fuca (mid-2009)
  - a. Targeting this time for School of Rock 2009
  - b. Shiptours for local VIPs and public
  
6. Bering Sea expedition (mid-2009)
  - a. “Science Café” –style events (dates/locations TBD)
  - b. Begin distribution of media kits (mid-2009)
  - c. Print ad buys in science party members’ hometowns (mid-2009)
  - d. News event and media availability for expedition science party leaders
  - e. Shiptours for local VIPs and public
  
7. Shatsky Rise expedition (Fall 2009)
  - a. “Science Café” –style events (dates/locations TBD)
  - b. Begin distribution of media kits (Fall 2009)
  - c. Print ad buys in science party members’ hometowns (Fall 2009)
  - d. News event and media availability for expedition science party leaders
  - e. Shiptours for local VIPs and public
  
8. Canterbury Basin expedition (late-2009)
  - a. “Science Café” –style events (targeting late-2009, locations TBD)
  - b. Begin distribution of media kits (late-2009)
  - c. Print ad buys in science party members’ hometowns (late-2009)
  - d. Teacher at Sea plans (
  - e. News event and media availability for expedition science party leaders
  - f. Shiptours for local VIPs and public
  
9. Wilkes Land expedition (late-2009/early-2010)
  - a. “Science Café” –style events (dates/locations TBD)
  - b. Begin distribution of media kits (TBD)
  - c. Print ad buys in science party members’ hometowns (TBD)
  - d. News event and media availability for expedition science party leaders
  - e. Shiptours for local VIPs and public



## IODP Outreach Task Force

October 2-3, 2008 - Washington, DC, USA

FY2009 CDEX's Expedition Communications - Outline

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### 0. Before FY2009 Expedition

✓ Chikyu operation schedule

Repair the Azimuth Thruster and re-install the Riser Tensioner – Completed by Jan. 2009  
Shakedown cruise – Feb. 2009

✓ International academic conference in Japan

ISSM 2008; International Society for Subsurface Microbiology  
November 16-21, Shizuoka, Japan

✓ JAMSTEC open symposium about the Chikyu and ocean drilling

– NanTroSEIZE Stage 1 moratorium period expired in Feb '09  
Early 2009, Tokyo (TBD)

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### 1. NanTroSEIZE Stage 2 Expeditions (6.5 months continuous operations)

<http://www.jamstec.go.jp/chikyu/eng/Expedition/NantroSEIZE/index.html>

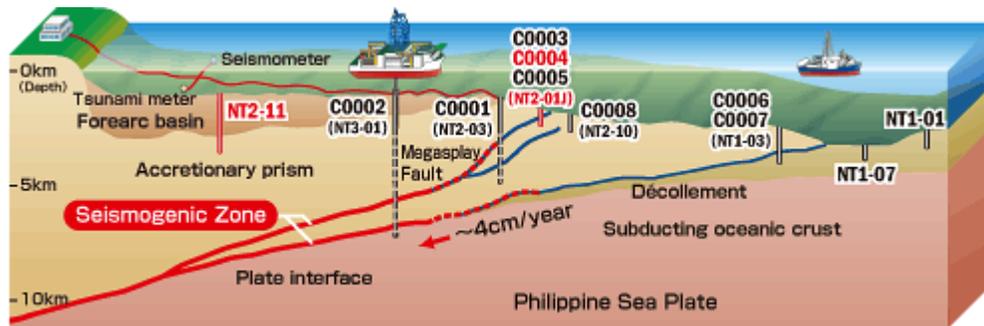
#### **Expedition 319, Riser / Riserless Observatory 1 (Mar.5 - Jul.30, 2009)**

This expedition will prepare the boreholes at two sites to be used for future installations of the Long-Term Borehole Monitoring Systems. At the first site at the accretionary prism in the Kumano Basin (Site NT2-11), riser drilling and casing operations will proceed down to approximately 2,500 m below seafloor. Coincident with the drilling, LWD/MWD (Logging While Drilling/Measuring While Drilling), wireline logging will be conducted in order to assess hole conditions and formation properties of the cover sediments of the Kumano Basin and the underlying accretionary prism. Additionally, spot coring and downhole measurements – at casing size changing locations – will be also operated.



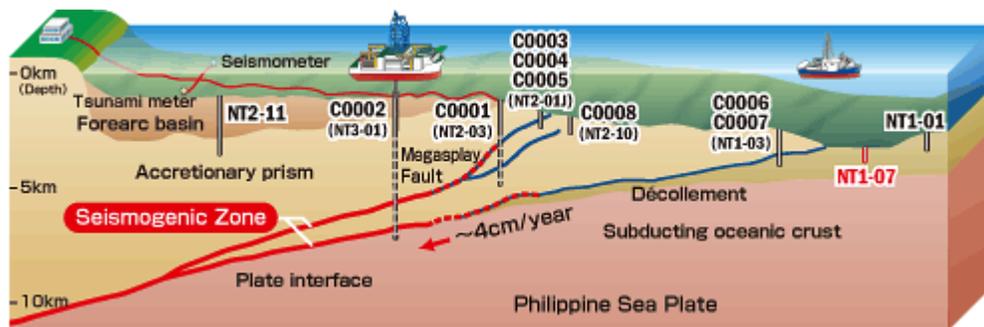


At the second site, NT2-01J (near C0004), riser-less drilling and casing will proceed to 460 m, coincident with LWD. No coring or downhole measurements will be conducted from the riserless drilling site. Contingency drilling sites are NT1-01 (coring) and near C0002 (casing installation).



### Expedition 322, Subduction Inputs (Jul.31 - Sep.12, 2009)

This expedition will investigate input material entering the seismogenic zone, by characterizing the composition, architecture, and state of sediments that will be transported by the subduction system offshore the Kii Peninsula, Japan. NT1-07 will drill up to 1200 meters below the seafloor through turbidite-rich strata overlying smooth oceanic basement. The data will provide key constraints on the initial conditions for the "subduction conveyor", which transports the incoming sediments and ocean crust to higher P-T conditions and hypothesized to be an important factor for drive the onset of seismogenic fault behavior.



### Co-Chief Project Scientists:

Drs. Harold Tobin (Univ. of Wisconsin), Masataka Kinoshita (IFREE/JAMSTEC)

### Co-Chief Scientists of Exp. 319:

To be assigned





**Expedition Project Managers of Exp. 319:**

Drs. Nobu Eguchi, Kan Aoike, Kyoma Takahashi and Sean Toczko (IODP Department, CDEX)

**Co-Chief Scientists of Exp. 322:**

Prof. Michael B. Underwood (University of Missouri), Dr. Saneatsu Saito (IFREE/JAMSTEC)

**Expedition Project Manager of Exp. 322:**

Dr. Yusuke Kubo (IODP Department, CDEX)

**Shipboard scientists:**

Accepting application through PMO by Oct 15

**NanTroSEIZE Specialty Coordinators:**

Sedimentology, Michael Underwood (Univ. Missouri)  
Structural geology, Gaku Kimura (Univ. Tokyo)  
Paleomagnetism, stratigraphy, Toshiya Kanamatsu (IFREE/JAMSTEC)  
Geochemistry, Geoff Wheat (Monterey Bay Aquarium Research Institute)  
Physical property, Demian Saffer (Penn. St. University)  
Core-Logging-Seismic integration, Gregory Moore (Univ. of Hawaii)

**Scientific Prospectus:**

To be published

**Expedition reports:**

- ✓ Official daily and weekly report with photo gallery at CDEX web site
- ✓ Blogs by shipboard scientists?
- ✓ “Ask A Scientist” project?

**News release:**

To be announced before and after expedition about operational plan and results by JAMSTEC. To be announced by IODP widely, in case we have a significant scientific result.

**Expecting highlights/messages:**

- ✓ First Riser drilling operation in the history of Scientific Ocean Drilling
- ✓ First challenge toward the long-term and real-time monitoring in the future
- ✓ Target to drill down to approximately 2500 mbsf which will be the record of scientific ocean drilling
- ✓ Scientific importance for deep drilling by Riser technology





- ✓ To characterize the composition, architecture, and state of pre-subduction sediments transported to the seismogenic zone

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## 2. Action to be planned

- ✓ Develop NanTroSEIZE Stage 2 Communication Plan
- ✓ Update NanTroSEIZE brochure for Stage 2 plan
- ✓ Prepare outreach guidance includes FAQs for the Science Party
- ✓ Plan about filming and photograph during Expeditions
- ✓ Publish the newsletter featuring next expedition
- ✓ Present outreach plan for Co-Chief Scientists at Pre-Expedition Meeting in Oct

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## 3. Reference

- ✓ **International TV Programs with respect to the Chikyu's expedition**

- ✓ **Recent news release with respect to the Chikyu**

September 30, 2008

New Operation Company for The Deep-sea Drilling Vessel Chikyu

[http://www.jamstec.go.jp/e/about/press\\_release/20080930/](http://www.jamstec.go.jp/e/about/press_release/20080930/)

July 20, 2008

A microcosm in the Seafloor Scientists present new evidence about the deep biosphere in Nature

<http://www.iodp.org/news-release-072020008>

June 25, 2008

Projected measures for the damages on Azimuth Thruster and future schedule

[http://www.jamstec.go.jp/e/about/press\\_release/20080625/index.html](http://www.jamstec.go.jp/e/about/press_release/20080625/index.html)

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# New Media Resources



**INTEGRATED OCEAN DRILLING PROGRAM  
MANAGEMENT INTERNATIONAL**

# Multimedia Approach to Online Content New Business Tools

- Podcasts—weekly audio programs
- Online networks—social media
- Blogs—interactive web pages that initiate dialog, log opinion, share experiences community-wide.



**INTEGRATED OCEAN DRILLING PROGRAM  
MANAGEMENT INTERNATIONAL**

# Podcasts

- Provide on a subscription basis, i.e. RSS feed.
- Regular frequency
- Radio-style: informative, entertaining, short, topical.
- Helps tell a compelling story.
- Reporter skills required!



# Podcast Because. . . .

- Take people to places they otherwise couldn't go.
- Introduce people doing interesting things to people who might not otherwise meet them.
- Feature people saying interesting things in an interesting way.
- Live quotes, now made easy online.



**INTEGRATED OCEAN DRILLING PROGRAM  
MANAGEMENT INTERNATIONAL**

# What Would You Listen To?

- Stories Told With Humor
- Told With Passion
- News You Can Use
- Brief, digestible information



**INTEGRATED OCEAN DRILLING PROGRAM  
MANAGEMENT INTERNATIONAL**

# Needed for Production

- A portable digital recorder
- Sound editing software: Free (Audacity)  
[www.audacity-soundforge.net](http://www.audacity-soundforge.net)
- File Converting Software: \$14.99  
<http://www.wma-convert.com>
- Content
- Regular production schedule



# Content Components

- Introduction, body (main content), closing.
- Format: dynamic two-way conversation with subject and host; interview works best.
- Music, sound effects, “local color” sound
- Vehicle for feedback: give e-mail address.



# Content Ideas

- “Ten Minutes With”—co-chiefs, curators, NTS specialty coordinators, engineers, School of Rock participants, DSDP/ODP pioneers; scientists/authors of articles, books.
- “That Thing You Do”—serial interviews with various IO staff, exp. scientists, tech crew.



# Content Ideas

- Ocean Hall:  
What's your favorite part of the exhibition?  
What would you return to see again?
- Great Barrier Reef—Q & A with Dan Evans.
- Audio sidebars online and in *IODP E-News*.



# Online Tools

- Free sound effects, music:  
<http://simplythebest.net/sounds/index.html>  
<http://www.soundrangers.com/>  
[www.sounddogs.com](http://www.sounddogs.com)  
[www.musicbakery.com](http://www.musicbakery.com)
- [www.Gotvoice.com](http://www.Gotvoice.com) turns voicemail into MP3 file.



# Social Media

## Why?

- Social media is transforming communications.
- Effectively reaches people 40 and under.
- Online communications are dominant.
- Direct link to external audiences.
- Opens conversations.
- Not going away.



# Social Media

- Online networks socialize business communities.
- Draw in younger professionals.
- Link people together
- Promote conversations among scientists
- Promote opportunity for mentoring/collaboration.
- Affordable, proactive outreach.

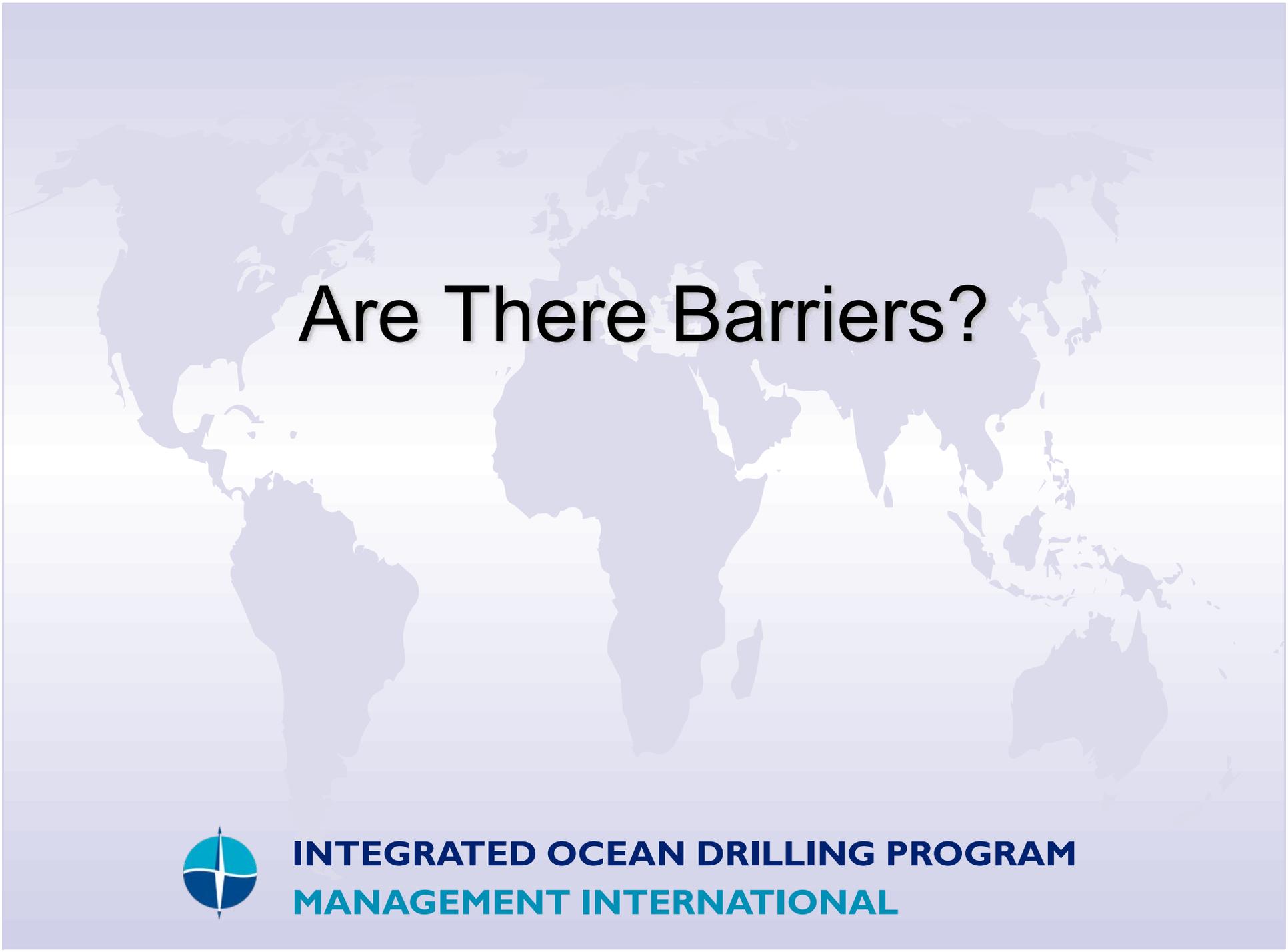


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# Social Networks

- Are changing how people communicate.
- Has changed how people use e-mail.
- Has changed perspective on quality websites: multimedia approach, group interaction.
- Forces message clarity: what do we want people to do?





# Are There Barriers?



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# Online Forums + Practical Business Device

- Manage projects, gather input.
- Provide immediate response to topics.
- Builds community, new associations.
- Provides venue for growth through cross communication.
- Matches up IODP rhetoric, “inclusive, dynamic, innovative, transparent,” with business plan for online communications.



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# More +s

- Generate user-based content.
- Tap into community knowledge.
- Attract younger generations.
- Never-ending Town Hall Meeting
- Easier access than e-mail; ready, easy access to topic thread archives.
- No spam filter to interfere with input from people.



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# Telling Stories

- Story packages:  
compelling headlines  
people  
photos  
sidebars
- NanTroSEIZE stories, other expeditions



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# Social Media

- “My IODP”—for organizations
- Intranets
- Move from Web 1.0→ research Internet to Web 2.0 → social Internet
- Online forums for discussion: promote dialogs about articles, events; provide input, the “how to” from community.



# High-Value Web Visitors

- 50 % of reporters say blogs influence editorial copy.
- 75% of reporters get story ideas from blogs.
- 20% of people surveyed by a publisher online spent at least an hour a day on blogs.



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## **IODP Town Hall Meeting at AGU Fall Meeting 2008**

### **1. Introduction—**

- A. Tuesday, Dec. 16, 2008, 5:30 mixer; 6:30 Scientists' Salon; conclusion at 7:30.
- B. InterContinental Hotel, 888 Howard Street.
- C. The IODP Town Hall Meeting has been held repeatedly in past years, not as an interactive Town Hall Meeting, but as an extension of the AGU sessions, with speakers giving lectures one after the other, representing the Lead Agencies and IOs. Question-and-answer periods have been short to non-existent, due to overlong presentations, reluctance among attendees to ask a frank question in a large audience, and the late hour of the overall conclusion of the program. There has long been criticism that the Town Halls are boring, too long, and too formal.

### **3. Objectives—**

- A. To gather the drilling community together to provide opportunity for interactive communication on urgent topics of interest to IODP participants and prospective participants.
- B. To present an overview of new program developments.
- C. Invigorate the annual Town Hall Meeting, not mimic the scientific sessions of the daylong AGU Fall Meeting that precedes the event.
- D. To mix senior and junior scientists
- E. Give the event more personal value for attendees.
- F. Integrate the Town Hall Meeting into other Outreach activities conducted throughout the fiscal year, i.e. attract young scientists to the program; bring constructive ideas from senior scientists into a community dialogue.

### **4. Target Audiences—**

- A. Experienced, senior scientists with a stake in the program.
- B. Young scientists beginning their careers
- C. Scientists from other research areas.

### **5. Messages to Convey—**

- A. There is a shortage of funds to operate IODP in the usual manner, starting in FY09.
- B. Community must help raise funds to operate the program.
- C. Research opportunities are plentiful; data is available and free to interested scientists.
- D. IODP is changing for challenging times, still developing cutting-edge research expeditions, and inclusive to scientists everywhere.

### **6. Tools/Work Plan—include:**

- Develop promotional copy for event to distribute through community newsletters and websites; advertise in *Eos* prior to December. (Nancy)

- Post online an interactive Town Hall Meeting forum, calling senior scientists to comment on the new format, asking for topic ideas, drawing in students, colleagues. Keep the forum active until AGU Town Hall Meeting is held. (Nancy)
- Determine topics of conversation for the evening's program. (community, Manik)
- Book venue (Nancy)
- Line up topic leaders for the evening's event (Manik, Nancy)
- Ask IODP leadership to collaborate on new Town Hall format: shorten welcome remarks; either move around the room or spend time at each topic table (some to be "assigned" to a topic table); engage in conversational dialog with groups throughout the evening.
- Identify IODP leaders (Funding Agency and IO leaders) at the beginning of the evening as resource people for attendees.
- Set up room in rounds for 10 or 12, not theater-style.
- Conclude on time.
- Provide sheets for feedback (can be faxed or mailed) and duplicate it online when the forum shuts down.
- Post photos online with applications for comments.
- Coordinate event with author Christine Laverne, a DSDP/ODP/IODP science party member who will sign copies of her book at the event; the books will be given to attendees as a takeaway item; the content is a journal of her days at sea, with dozens of original watercolors.

**7. Staff/personnel involved** (program-wide)—

IODP-MI (Nancy)—develop promotional copy for event and distribute to IOs and other science-related programs to promote online, and submit to *Eos*.

IOs (Jon, Albert, Alan, Patricia, Tadashi)

IODP-MI (Laura)—build forum online.